

THE COSTCO CONNECTION

June 2006 • Volume 21 • Number 6

A lifestyle magazine for Costco members

Quality in the cart 21

Kirkland
Signature
spells value
for members



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Dad deserves the best— like these gifts from Philips and Costco



DVD Micro Theater MCD708

With the MCD708 DVD Micro Theater, Dad can watch his favorite movie or enjoy his favorite music. The real rosewood speaker and ribbon tweeter produce powerful bass and crystal-clear high tones. Item #107334



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50": Item #950320, 42": Item #922042



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Philips Norelco Grooming Kit G390

The G390 All-in-One Grooming Kit includes everything needed for superior trimming that meets the demands of even the most stylish dads. **Includes bonus travel trimmer.** Item #137559



Philips Norelco Speed-XL 8170XL

For dads who care about performance, the Norelco Speed-XL razor features 50% more shaving surface so Dad can get a faster, smoother and closer shave. Item #908935



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The Truth about the United Kingdom



London ... home of The London Eye. Over 1,700 people in five countries were involved in the construction of this Ferris wheel. Eight hundred passengers at a time soar 450 feet in the air enjoying an unparalleled view of London from Greenwich to the Houses of Parliament for 30-minute rides. But it isn't a Ferris wheel that provides maximum view of London. You are seated in an enclosed capsule positioned outside the wheel, supported by an A-frame on one side; it's more of a bicycle wheel. The United Kingdom. Who knew? Brought to you by MCI. We shrink the globe.

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 = available at most warehouses

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Conceived as a way to bring even greater quality and value to its members, Costco's Kirkland Signature private-label brand has grown into an internationally recognized range of products that has more than lived up to its credo of "as good as or better than the national brand."

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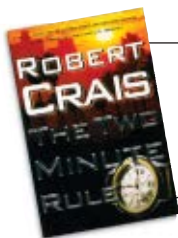
**The Connection
Online Edition**
June's print content and more ...

If you enjoyed the blueberry story in "Buying Smart" in this issue, you'll want to jump on the Internet to check out the *Online Edition* at costco.com. That's where you'll find even more fresh blueberry content, such as:

- A scrumptious Pat Volchok pie recipe
- A comparison chart that shows you how Costco's blueberry prices stack up
- Another 11 blueberry recipes from *Creative Cooking The Costco Way* and *Easy Cooking The Costco Way*, both part of the *Online Edition* Resources section.

And more exclusive content in the *Online Edition* this month:

- Extra cover-story material about Kirkland Signature™ products
- Extra recipes: Fresh vegetables for summer dining
- June "Book Previews" and "Book Look"



Free autographed copies

See "Book Look," only in the *Online Edition*, for details on a drawing for five autographed copies of *The Two Minute Rule* by bestselling author Robert Crais.



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from the publisher's desk

Ginnie Roeglin



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

AT COSTCO, we are passionate about delivering value to our members. That is our main mission and reason for being. And value—that wonderful combination of top quality at a great price—is exactly what Kirkland Signature™ is all about. As you'll read in our cover story beginning on page 21, Kirkland Signature, or KS as we often call it around here, is Costco's private-label brand.

I've always steered clear of most other retailers' house or plain-label brands because I assume that I'll get what I pay for, meaning low price and low quality.

Kirkland Signature delivers the lower price, but not the lower quality. In fact, if an item I need is available under our Kirkland Signature label, I'll buy it, hands down, because I know the quality is the same as or better than that of the national brand at a fraction of the price—an overall great value. In fact, it has to be or it wouldn't have made it on the shelf.

As the cover story explains, all Kirkland Signature products must meet a strict set of requirements before they receive CEO Jim Sinegal's signoff ("green ink") and our KS label. Today, you'll find more than 300 food and non-food Kirkland Signature products in our warehouses. We've highlighted a few of our buyers' favorites in the story.

My home is filled with a much longer list of Kirkland Signature favorites, such as our new makeup and skin-care products, my husband's dress shirts and pants, shampoo and conditioner, albacore tuna, bottled water, mixed nuts, extra virgin olive oil, balsamic vinegar and even our new wine, to name just a few. Try some during your next visit to Costco!

June marks the beginning of our annual Summer Passport. This year, we will be handing out our popular coupon book in our warehouses. Inside, you'll find valuable coupons for savings on a wide variety of food and non-food products, services and travel available in our warehouses and on costco.com from June 5 to August 27. Be sure to stop in a warehouse and pick up your Passport so you don't miss out on the savings! ☑



David W. Fuller is Assistant Vice President, Publishing, and Editor of The Costco Connection.

from the editor's desk

David W. Fuller

IS IT JUST ME or is it getting harder these days to make decisions? Rephrasing: Are we being presented with closer calls to call?

A good case in point would be the question posed in this month's Debate (page 12): Should cell-phone use be allowed in airplanes? The experts we asked and the Costco members we polled make excellent points on both sides. Half of me agrees with half of them; the other half of me agrees with the other half of them. What to do?

We seem to be awash in so much detailed information and privy to the advice of so many knowledgeable people (a good portion of this due to the Internet) that there seems to be a pretty solid pro for every solid con. Time was when there were a few virtually undeniably "credible" sources of information—the *Encyclopedia Britannica*, the Associated Press, *The World Almanac*. Today we have Wikipedia, the blogosphere and *People's Almanac*, all ready to provide counter-interpretations of what we used to consider fact.

I do believe that, because of this proliferation of voices, the decision-making process has become more complex, whether we are at the polls, picking a team to back or in the aisle of a store.

That's why I see the Kirkland Signature approach to product creation as something truly significant. Like so much of Costco, this approach to private-label products is simplicity practiced to the extreme. As Anita Thompson explains in the piece beginning on page 21, each of these products must meet or exceed the quality standards of the competing national brand, must be a better value for members and must be produced with the utmost attention to efficiency, the environment and social concerns.

In my book, Kirkland Signature simplifies the decision-making process for people like me. The hard calls have been made by our diligent, knowledgeable staff of buyers and product manufacturers. Do I still have to think before I pick up a Kirkland Signature product? Yes ... but not so darned much! ☑



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Debate goes on

In response to the May Debate,
"Should NASCAR be restricted?"



YES. The cars being driven in NASCAR use far too much gas at a time when gas is in such limited supply. Of course, those in NASCAR would argue that their jobs would be eliminated, but I say that's too bad. Many other people have lost jobs in other industries and have found new careers.

Gary T. Kunishima, Honolulu, Hawaii

NO. The entertainment and economic impact of NASCAR significantly outweighs its minor environmental impact. While there is much concern over fuel at this point because of the soaring gas prices, and there are always environmental concerns, neither has any real bearing on NASCAR's use of fuel each week. This all-American sport that continues to grow at a feverish pace in fan base, ratings and economic impact to all involved (cities/tourism, tracks, merchandisers, manufacturers, corporate sponsors, etc.) clearly creates more benefit than any minor potential harm and should continue at full throttle!

Meri Gupko, Riverdale, New Jersey

Odds and ends

Javaliscious

As a member of the Church of Santa Maria Social Justice Committee in Orinda, California, I commend Costco for introducing Kirkland Signature™ Fair Trade Coffee to your customers ["Coffee with a conscience," April 2006]. Your organization is truly full service when customers can buy coffee of high quality that honors the dignity of the farmers who grow the product by paying them a fair wage.

I shall enjoy my daily cup of Kirkland Signature Fair Trade Coffee, roasted by Starbucks, and thank Costco for making it possible for the growers to have a better quality of life.

Margaret Govednik, Orinda, California

Gonzo for Borghese

I cannot begin to tell you just how pleased I am with the article on Kirkland Signature by Borghese in the May issue of *The Costco Connection*. In my opinion, Kirkland Signature is synonymous with quality, and Borghese is the epitome of quality.

My sister-in-law sent me a gift pack of Borghese skin-care products from New York nearly 14 years ago, and I was instantly hooked. At the time I had two small children and a husband who worked rotating shifts, so it was difficult for me to get to a store to replace my Borghese when I ran out.

Now, after reading your article and learning that it is to be a permanent partnership, I am absolutely ecstatic. To those people at Kirkland Signature responsible for this partnership, and to Georgette Mosbacher: thank you, thank you, thank you! You have made at least one loyal customer and Costco member very, very happy.



Teena Giulio, via e-mail

A trip to remember

It took six to seven days to put together a photo album of a family vacation to Nova Scotia. The memories in this album are priceless, but what a project!

We scanned 72 slides from two rolls of film, downloaded images from my daughter's digital camera and touched up all the photos with software on our computer. We also used our computer to digitally lay out a scrapbook, complete with dialogue boxes to describe what was happening in each photo. We included maps from brochures we used during the trip to show where we were.

After days of rearranging, printing and completely redoing the layout three times, we finally took it to Costco's print shop for binding. Wait time, less than five minutes; binding fee, 83 cents.

Ain't Costco great?

Rena Langille, Seattle, Washington

CORRECTION: In last month's profile of Borghese president Georgette Mosbacher, titled "Makeup maven," we printed the wrong company telephone number. The correct number for contacting Borghese is 1-800-409-0091.

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send all letters to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; fax to (425) 313-6718; or e-mail to dialogue@costco.com. The editors reserve the right to edit letters for publication.

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ONLINE! You can read BONUS! more Debate responses and letters from members in the Online Edition. Go to costco.com and click on "Costco magazine."

Odds and ends

No-interest interest

I disagree with Stefanie Wedin's e-mail [May 2006] regarding "No interest in interest-only loans." I purchased an interest-only loan to buy my "starter" home in Monterey, California. This type of loan afforded me the opportunity to get into the real estate market with the lowest possible payment. I sold that home after three years with a \$250,000 profit. I don't know, but in my book that's a pretty great return on investment, and I did it all thanks to an interest-only mortgage!

*Teresa Kistler
Monterey, California*

Mac immunity

In the "Tech Connection" section of the May 2006 issue, a reader asked, "How do I make sure right away that my new computer doesn't get viruses?"

Although the response that followed was thorough, it was entirely focused on Windows-based PCs. Considering that more than a few of your readers are Mac users, and that Costco has sold Macs at its warehouses, a short paragraph addressing the same concerns for Mac owners would have been useful. For example, "There are currently no known viruses or spyware for the Mac, but antivirus software is available to protect you when they (inevitably) hit the platform; Mac OS X also includes an effective firewall."

This information may also have been useful to those shopping for a new computer; some people may want to consider the differences in security between the two platforms when making a buying decision.

*Dan Frakes
Senior Editor, Macworld
Los Altos, California*

Hearing is believing

It was an ad for your Hearing Aid Center that got our attention and changed our lives.

My husband, Bill, made an appointment, got his test and walked out a changed man. He has had his new hearing aids since February and has had a new take on life ever since. He can hear me speak in our truck while we travel. He's never been able to do that.

A few weeks ago he called me on his cell phone to let me know he could hear spring now. The birds were singing and he could actually hear them. The coolest thing is that last weekend our 10-year-old granddaughter came to spend the night. He said it was truly the first time he had been able to hear her speak.

Thank you, Costco.

*Connie Spinner
Eugene, Oregon*

Saving more than money

I just read Suze Orman's answer to Deepak Chandra Sekhar ("Ask Suze Orman," May *Connection*) regarding how to reduce his taxes now that he took her advice and paid off his mortgage. I was very disappointed that she didn't suggest that he invest in other human beings by giving more to charities. Donations to worthy charities would allow him to take the gift as a deduction, thereby reducing his taxes. The money goes where he chooses, rather than to the government.

*Pam Boersma
San Jose, California*

Doing what you love

In one of your past articles, I read about a Costco member who created the Web site www.ptcruiserclub.org. He had everything you wanted to know about the PT Cruiser, but it was consuming about 30 to 40 hours a week to keep it up to date.

He changed the site to members only, and charged \$40 per year for a membership. Five thousand members later, he quit his job and focused on the Web site full time.

From that idea, I have created two Web sites that provide services to the general public: NSTradesmen.com and MaritimeClassicCars.com. Both sites have been recently launched.

I read *The Connection* each time it comes out and think back to that article that had this profound influence on my life, and it may mean early retirement. I will keep you posted.

*Steve Cooper
Lower Sackville, Nova Scotia, Canada*



The story about Mike Challis and his Web site for PT Cruiser fans appeared in the December 2001 *Connection*.



CHRIS RUSNAK

Piano man

Thank you for the great article in your January issue ["Give us a call, mister piano man"] about Mark Miller, a piano teacher who gives lessons by phone all over the world from his studio in Barrington, Illinois. After reading the article, I went to Mark's Web site, www.pianoweb.com, and listened to all the interviews, music, etc.

I was so impressed that I contacted Mark, bought a piano and started lessons in January. Now, only four months later, I can play many songs and I'm learning chords and music theory. *The Costco Connection* is really top on my list for information about so many things.

*Elizabeth (Betty) Walkiewicz,
via e-mail*

Hazardous duty

I must begin by admitting that I didn't read your March "Editor's Desk" column ... sorry about that. But the responses you good-naturedly published in the "Dialogue" section of the May *Connection* prompted me to send you this thought, as one editor to another: No matter what you write, there's someone out there who will misunderstand you, bridle with righteous indignation and write to tell you what a stinker you are.

Being offended seems to have become a national pastime in the United States. You could publish the text of "Mary Had a Little Lamb" in your column and someone would send a letter protesting how you've demeaned Mary, contributed to animal abuse and overlooked the contributions of underpaid schoolteachers everywhere.

It's a tough job, writing the monthly editor's letter. But someone's gotta do it.

*Kathryn Smiley, Editor
Firsts: The Book Collector's Magazine
Tucson, Arizona*

Keeping Hollywood in stitches

Knitting shop takes customers back to simpler times

By Tim Talevich

In the hustle-bustle, ultra-chic world that is Hollywood, one of the hottest spots isn't a new haute-cuisine restaurant or health spa. It's a small, cramped shop, La Knitterie Parisienne, where the stars go to unwind, enter a simpler world and find joy in a pastime that many of their grandmothers practiced.

On any given day, you might find yourself comparing knitting notes with Daryl Hannah or crochet patterns with Sofia Coppola. Movie stars Catherine Zeta-Jones, Elizabeth Taylor, Kim Basinger and dozens of others are also occasional customers.

The unpretentious shop, located in Studio City, is narrow and crowded floor to ceiling with colorful skeins of yarn of all textures and types. Scattered throughout are drawers of buttons and racks of needles—everything needed for fashioning scarves, baby booties, hats, handbags and throws. In terms of items (there are some 13,000 yarns in the shop—and maybe that many more in an off-site warehouse), La Knitterie Parisienne is one of the largest knitting shops in the world.

But it's not really the inventory that attracts the customers. It's a small, yarn-strewn table with chairs in a side nook, where customers can work on projects and peek at each other's work. More so, it's Edith Eig, 60, the motherly figure who runs the business with her husband, Merrill. With a steady sense of calm and care, Edith gently answers questions, shows techniques and lends advice to a small crowd perpetually tugging at her sleeve.

On a recent day, she squeezed through the shop's aisles, answering questions while Merrill attended the cash register. One customer, buying yarn for matching baby booties and hat, asks, "And can you help me with the strap?"

"Sure," Edith responds reassuringly.

Another presents her with the beginnings of an afghan. "Could you feel this and see if it's too tight?"

"No, no it's fine," Edith replies with just the right doses of authority and encouragement.

The Eigs opened the shop in 1996 after moving to Southern California from New Jersey, where they operated a similar shop. Edith had learned knitting as a schoolgirl in Paris, where sewing and knitting were part of the curriculum. In setting up the California store, there was never any grand plan to cater to Hollywood celebrities—it just turned out that way.

"We had a lot of people who started coming into the shop little by little, and luckily we were near the studios so we had a lot of actors with downtime between takes, and they'd come and sit in here," says Edith. "I have to

tell you that those high-profile clients are just ordinary people like you and me. This is a place where they can come, relax, be away from other people."

The timing was right. Across the country, it has become cool to knit, with knitting circles joining book clubs as popular ways to spend leisure moments. The Eigs say there's a good reason for this resurgence: Knitting is therapy for our modern times.

"We're always busy, traveling in our car, working on our computer, talking on the telephone. Here, you force people to sit down like our great-grandmothers did at the quilting bees," says Edith. "You can sit and talk and share ideas: 'Oh, you did this, this is wonderful, where can I get this, how can I do this?' And people in my shop exchange ideas and stories—not always about knitting."

She adds, "Knitting prevents people from smoking and overeating, because their hands are busy. I always tell them, 'This is an addiction, but it is a safe one.'"

With Hollywood celebrities as clients, it's no surprise that La Knitterie Parisienne has attracted substantial media attention. *People* magazine proclaimed Edith "Hollywood's knitting guru." She created a knitting show for DIY (the Do It Yourself network) and has written a book, *Mother of Purl: Friends, Fun, and Fabulous Designs at Hollywood's Knitting Circle* (Collins, 2005).

But her real love is helping her customers at the shop. As to plans for the future, Edith responds, "People have asked me to franchise, but I can't, because basically my customers want me—I can't cut myself in two pieces. So we're taking it day by day. The business has been going tremendously and we're very thankful for that. This is such a personalized, one-to-one type of thing." ■



STUDIO 1501 PHOTOGRAPHY

Edith and Merrill Eig's shop, La Knitterie Parisienne, offers knitting supplies—along with helpful advice.

member profile

Name: La Knitterie Parisienne

Owners: Merrill and Edith Eig

Member at: Van Nuys, CA, since 1996

Employees: Usually three full-time

Comments about Costco: "When we need something, Costco is always able to satisfy our immediate needs. We'd like to look at other services from Costco."

Contact at: 12642 Ventura Blvd., Studio City, CA 91604

1-800-2BUY-YARN (228-9927) or (818) 766-1515

www.laknitterieparisienne.com

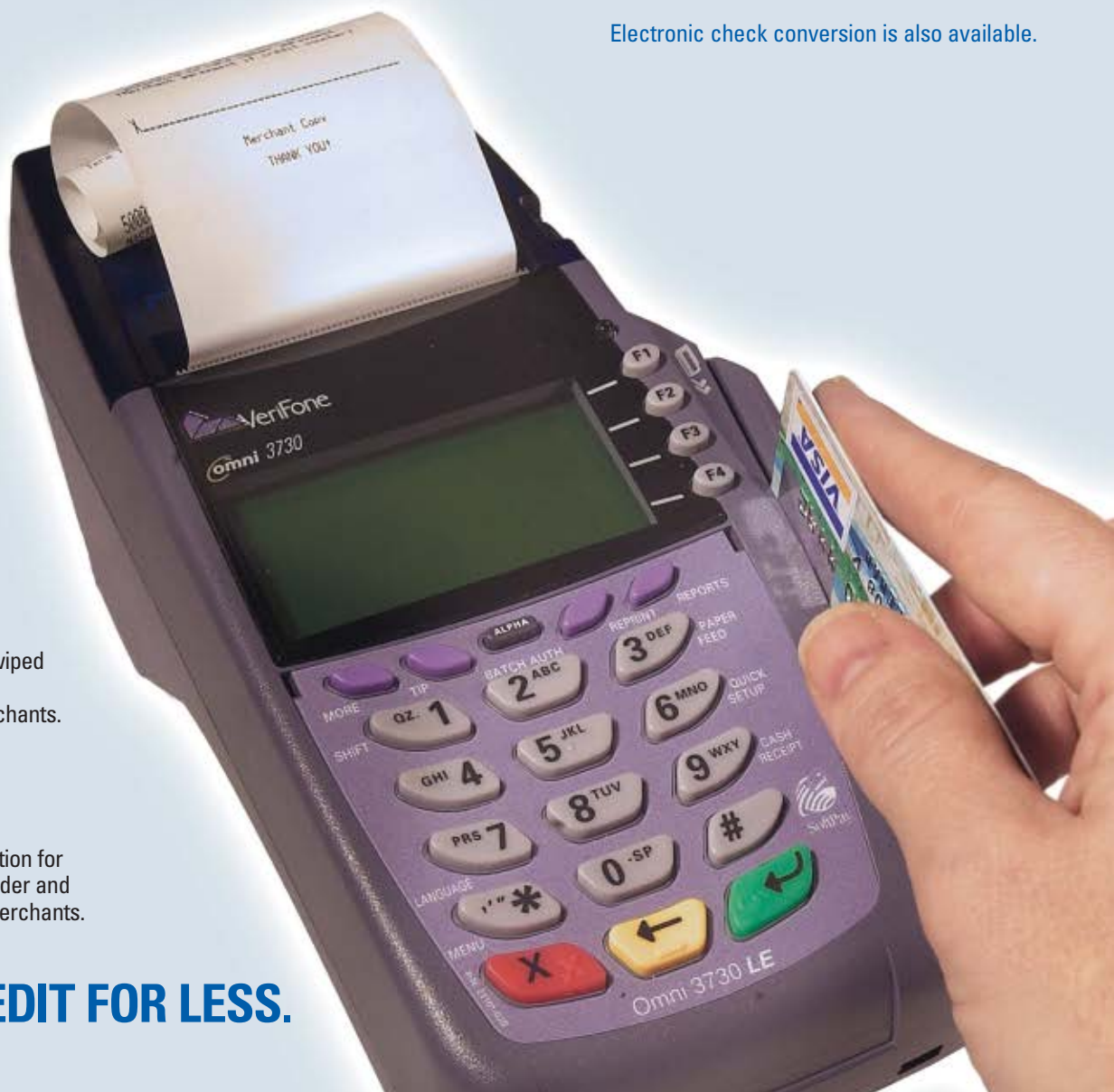
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Catch a breath

IN AN INTERVIEW, I was once asked, "What do you like best about life?" Without hesitation, I replied, "Breathing!" (Cookies and watermelon are a close second.)

If I continue to breathe, I have a good chance of putting everything else together. Miss enough breaths and it's all over.

Some folks believe in the concept of inhaling the positive and exhaling the negative: Inhale faith, exhale worry; inhale order, exhale confusion, etc. I have a very insightful friend, Martin Shapiro, who believes differently. He told me of a meditation technique called tonglen breathing,

taught by the Tibetans. The Tibetans believe we should take in the negative and transform it to positive within us: Inhale darkness, exhale light; inhale pain, exhale joy; inhale anger, exhale love. Martin commented that inhaling the positive and exhaling the negative actually seemed quite selfish. Inhaling love for yourself and exhaling your anger into the world may be great for you, but what about the rest of humanity?

The place of transformation is within the human being. As you inhale the anger of the world (or your own anger) and transform the energy, you are able to exhale love into the world (creating an infinitely more desirable place to live).

Martin reminded me that breathing is the process of being reborn. You die a miniature death at the end of each exhalation, for if you never inhale again you will surely die. You are reborn as you inhale. The more scientific name for exhaling is "expiration" and for inhaling "inspiration."

Inhale. Exhale. Inhale. Exhale. If ever there was a time to inhale the negative and exhale the positive, this is it. What a wonderful gift to give humanity.

Inhale. Exhale. Inhale. Exhale.

The beginning and the end. ■

For your customers: Rewards

A HAPPY CUSTOMER is a good customer—he or she will come back often and is likely to tell friends about the business. And one way of making customers happy is to offer rewards for their business, advises Kim T. Gordon, a Costco member and small-business expert based in Florida.

Companies can come up with dozens of creative ways to say thanks to their clients and make them customers for life, Gordon says. She offers a few examples.

- Restaurants can offer customers a point for every dollar they spend on food and gift certificates; when they reach a certain level, they receive a gift certificate for the restaurant. That's what Stanley's Tavern in Wilmington, Delaware, does. Today, the restaurant's Frequent Fan Club has 5,400 members.

- Retailers can offer customers new-product announce-

ments and advance notice on upcoming, limited-availability products. Golden Oaks Stables, an online business specializing in collectible toy horses, has 7,000 customers enrolled in its "Stable Friends" program. They receive e-mail with special announcements every four to six weeks.

- Product manufacturers, and many other types of small businesses, can reward customers for referrals. Bike Friday, a Eugene, Oregon, company that custom-manufactures folding bicycles, provides its customers with referral cards printed with their names and an ID number. When a referral prospect buys a bike, the Bike Friday owner who sent in the card can receive a \$50 check or a \$75 credit. One customer who actively generates referrals recently received her



BRAND X

second \$3,000 bike free.

"Rewards programs do a stellar job of keeping customers loyal to you. And since it can cost up to five times more to win a new customer than to retain an old one, it pays to invest in a program to keep your customers coming back for more," says Gordon.

Gordon lists these tips in her latest book, *Maximum Marketing, Minimum Dollars: The Top 50 Ways to Grow Your Small Business* (Kaplan Publishing, 2006). More helpful information for small-business owners can be found on her company's Web site, www.SmallBusinessNow.com. ■

BUSINESS BOOK PREVIEW

A challenge for CEOs

CAN A CEO *do* good and still *make* good in today's competitive business world? Yes, argues one corporate leader, Leo Hindery Jr. In fact, today's CEOs can make significant social changes, well beyond a corporation's walls.

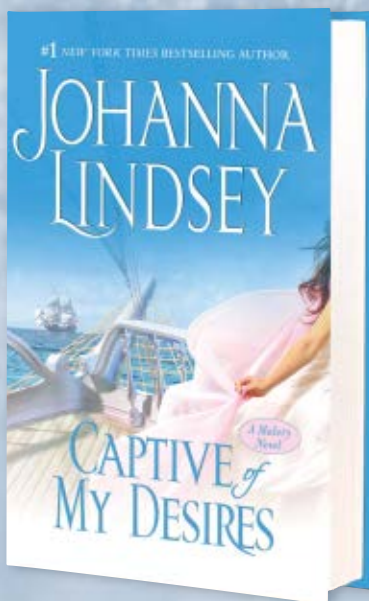
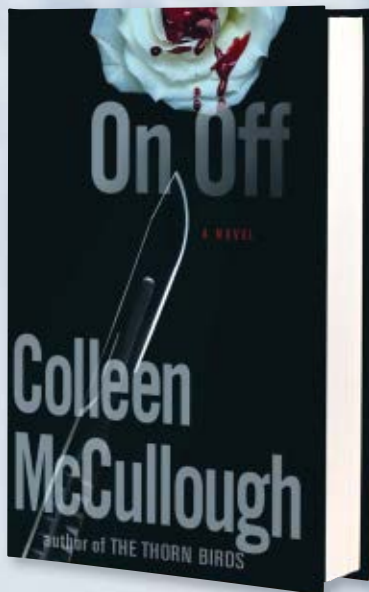
That's the gist of Hindery's book *It Takes a CEO: It's Time to Lead with Integrity* (Free Press, 2005). The book blasts a handful of recently deposed CEOs, but, more important, it offers a checklist of lofty ideals for today's CEOs—and the benefits that will come if they're followed.

Hindery is managing partner of InterMedia Partners, a major private equity firm. His own CEO experience came from building cable and telecommunications powerhouses at TeleCommunications Inc. (TCI) and AT&T Broadband.

His CEO checklist includes some obvious requirements—bright, exceptionally hard-working, inquisitive. But others are more challenging.

For example, a corporate leader should live life with grace, Hindery writes: "A CEO needs to be comfortable with himself and with the world. He needs to be able to forgive other people and forgive himself. He needs to have grace."

A CEO must also love people, act on conviction, hate bigotry, delegate, demonstrate patience (up to a point) and spot talent. And, ultimately, a CEO must be prepared to be lonely, because "the truth is that great responsibility is a great isolator." ■



From the acclaimed author of *The Thorn Birds* comes a new thriller about a serial killer who rocked a small university town in 1965. When the body count rises, so does the list of suspects, and the twists continue to the shocking conclusion.

SIMON & SCHUSTER / HARDCOVER
Available now

After three years sailing with her pirate father, Gabrielle Brooks must return to London to find herself a proper husband. Instead, she meets Drew Anderson, a dashing American sea captain with no interest in a woman searching for a husband. But what Gabrielle wants, Gabrielle gets, in ***Captive of My Desires***.

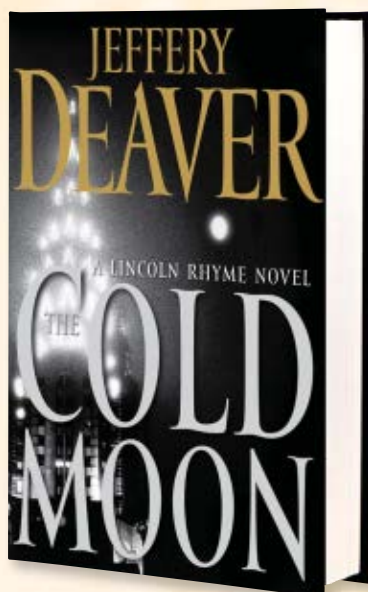
POCKET / HARDCOVER
On sale June 20

SIMON & SCHUSTER brings the world to your library.

Posie Graeme-Evans' trilogy about two lovers divided by the throne of England begins with ***The Innocent*** and reaches its stunning conclusion in ***The Uncrowned Queen***.

Learn the story of Mr. Darcy, the mysterious hero of Jane Austen's *Pride and Prejudice*, in ***An Assembly Such as This***. She went from coveted lover to the chopping block because her despotic husband, King Henry VIII, needed a boy child. The incredible story is revealed in ***The Secret Diary of Anne Boleyn***.

ATRIA/TOUCHSTONE / PAPERBACK
Available June



Excerpt from ***The Cold Moon***:

"In December, the full cold moon appears and nights are at their longest and darkest and a killer is on the loose in Manhattan. Lincoln Rhyme and Amelia Sachs must race against time, literally, to catch the Watchmaker, a serial killer who stages his murders against a ticking clock. The twists and surprises come fast and furious and the Watchmaker may not be simply a murderous lunatic, but a far more cunning villain than anyone could guess."

SIMON & SCHUSTER / HARDCOVER
On sale May 30



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Battle brews over generic drugs

Also:
■ Tax privacy
■ Interest rates

I READ A COUPLE OF STORIES recently on questionable tactics drug companies are using to protect their patents and brand names, preventing more-affordable generic drugs from being marketed.

First, a major drug maker agreed to pay \$14 million to settle a multistate action claiming that it blocked the manufacture of generic versions of its major seller, an antidepressant medication. The states argued that keeping generic drugs off the market forced consumers to pay higher prices for the widely prescribed drug.

Then, the Federal Trade Commission (FTC) announced plans to subpoena some 200 pharmaceutical companies to investigate other alleged anti-competitive marketing practices. At issue is whether pharmaceutical companies are blocking competition by releasing generic copies of their own brand-name drugs to coincide with the debut of generics made by competitors.

Federal law allows a generic-pharmaceutical company to challenge a patent held by a brand-name manufacturer. If successful, they have six months of exclusivity during which they can market their new product without competition. Afterward, other manufacturers can seek approval for their own generic versions, further increasing competition.

But a loophole in the law allows the original branded company to authorize their own generic versions, which increasingly enter the market at the start of the supposed six-month exclusivity period that generic challengers rely on.

The FTC plans to examine whether this loophole can unfairly benefit brand-name companies in the long run. Whatever is decided can greatly affect consumer prices for generic prescription drugs.

Is your tax information private?

In a move that may threaten the privacy of taxpayers, the Internal Revenue Service (IRS) is proposing that accountants and other tax preparers may sell information from tax returns to marketers and data brokers.

The IRS says the changes are housecleaning measures needed to update outmoded regulations adopted before it began accepting electronic returns. Critics call it an invasion of privacy for profit.

Current IRS rules now prohibit the sale of tax returns to third parties for marketing purposes. The new proposal would allow a tax preparer to sell information, or even an entire return, by obtaining written consent from a client.

However, critics say the requirement for signed consent would prove meaningless for many taxpayers, who may unwittingly sign such a consent form if it's included in the stacks of documents presented to them before filing.

Consumer groups and privacy advocates are urging taxpayers who oppose the changes to contact the IRS and their representatives in Congress.

New rates cost an arm and a leg

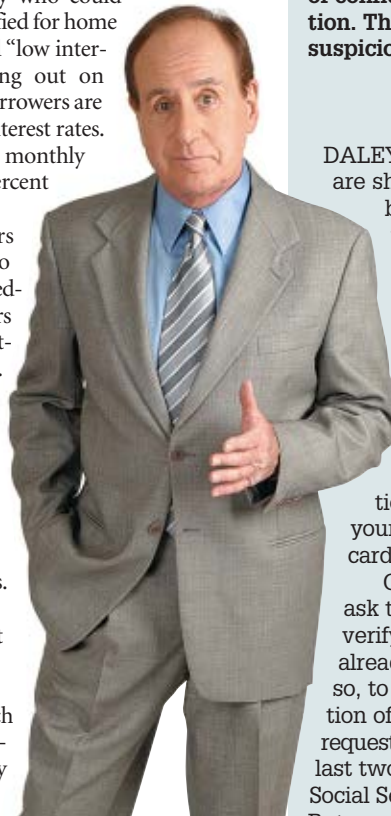
Millions of Americans who over the past four years stretched themselves too far financially to buy homes could lose them, as monthly payments on adjustable-rate mortgages (ARMs) get higher.

Several years ago, when interest rates bottomed out, lenders relaxed their standards by offering creative financing to many who could not have otherwise qualified for home loans. But now, as initial "low interest" periods are running out on many of these ARMs, borrowers are facing "resets" of their interest rates. The result is a jump in monthly payments between 10 percent and 50 percent.

Some homeowners will be able to refinance to a better 15- or 30-year fixed-rate loan. But many others will have difficulty meeting the higher payments.

A recent study by First American Real Estate Solutions projects about one in eight households with ARMs that originated in 2004 and 2005 could possibly default on those loans.

To prevent higher casualties, government regulators are pushing lenders to tighten their lending standards, which could make it more difficult for many to qualify for refinancing. ☐



AMY CANTRELL

David Horowitz is a leading consumer advocate. His "Fight Back!" commentaries are heard daily on the Jones Radio Network. For stations and times, check the radio page at www.fightback.com.

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Ask David Horowitz

I RECEIVED a letter from a national department store saying that as a "preferred customer" they'd issue me a special credit card within one month, unless I called and canceled within two weeks. The thing is, I don't shop at that store.

I called the "opt out" number, and before they canceled the offer they put me through a verification process that included asking all sorts of confidential information. This sounded really suspicious to me!

**Daley
Los Angeles**

DALEY, your instincts are sharp. This could be a ploy by an ID thief. Or, it could be an affiliate of a credit-card company that got your name from a database it purchased, which is legal if you did not opt out of information disclosure with your current credit-card issuer.

One option is to ask the rep if they are verifying data they already have and, if so, to read you a portion of the data they are requesting, such as the last two digits of your Social Security number. But you should contact the department store directly and let them know your objections to this marketing campaign.

Do you have a question for David?

Just log on to www.fightback.com and "Ask David." He will personally respond to your problem if you follow the instructions printed on his Web site. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column with the permission of the contributor and will be posted on www.fightback.com.



Should cell-phone use be allowed in airplanes?



The Federal Communications

Commission hopes to decide this year on proposed regulations that would allow airline passengers to use cell phones on airplanes. Is this the right call? Those opposed say cell phones create social and security concerns.

Proponents argue that technology—including cell-phone communication—should not be limited to the ground. What do you think?

Find out more about this topic on the Web:

www.spectrum.ieee.org/mar06/3069

www.msnbc.msn.com/id/11502475

www.aviationtoday.com/cgi/av/show_mag.cgi?pub=av&mon=1005&file=inflightcell.htm

YES

from members:

Jennifer Slaten
Highland, UT



What better time to take and make phone calls and cross things off your to-do list than when you're stuck on an airplane?

Sumit Mehta
Houston, TX



As long as it doesn't interfere with the pilot's communication, it would allow passengers to communicate with family and friends.

Raquel Sanguedo
New York, NY



In case of terrorism in the sky, the use of cell phones could save lives.

NO

from members:

Nelson Colon
Gilbert, AZ



Nobody is so important that they can't be without a cell phone for a few hours. It's not worth it to the rest of the passengers.

Adrienne Holland
Lafayette, CA



It's too offensive to other passengers. Many callers are loud, and annoying.

Herb Ruprecht
Superior, CO



I don't want to listen to someone's conversation—especially since most people talk much louder on a cell phone.



from experts in the field:



Jim Harper is director of information policy studies at the Cato Institute and is a member of the U.S. Department of Homeland Security's Data Privacy and Integrity Advisory Committee. He maintains a Web site about federal spending, *WashingtonWatch.com*.

A FEW YEARS AGO, I took a transatlantic flight on an airline that was testing broadband Internet access. They offered both wired and wireless versions. Eager to tinker online from the sky—and brag about it to my friends—I spent the evening doing in a plane what I usually do at work

or in my living room.

The experience taught me again how technology opens new vistas to us and brings the comforts and pleasures of home literally across the world. It also showed that there is no fundamental reason why we could not use wireless communications on planes.

Most resistance to allowing cell phones on planes probably comes from people worried about having a neighbor who talks too much or too loudly. But promoting good manners is not the job of federal regulators. That is up to the airlines and passengers themselves. As in restaurants and theaters, people should limit their conversations and keep their voices down. But, again, this is not an issue for the federal government.

Some might worry that terrorists could use cell phones to coordinate some kind of attack on an airplane. We all feel passionate about airlines and terrorism, but our job is to be smart. We must recognize that a suicide bomber will not obey rules about cell phones. And, remember, some of the heroes of 9/11 used their cell phones in flight to learn of the terrorist plot and prevent the fourth plane from being used as a weapon.

It is easy to dismiss the benefits of technology or overemphasize the bad aspects, forgetting the good. Allowing cell phones on planes might mean that we occasionally overhear a conversation we do not want to. But millions of times a year, it will allow people to be in better touch with one another.

There must be thorough design and testing to make sure cell phones do not interfere with avionics. Once that is complete, we should use our phones in flight—quietly and briefly—to plan reunion with loved ones, check voice mail and for all our good purposes. Allowing cell phones to be used on planes will again let technology expand our horizons. [M]

from experts in the field:



Chuck Underwood is founder/president of Cincinnati-based consulting firm The Generational Imperative Inc. (*www.genimperative.com*). He travels throughout the United States at the rate of one round trip per week.

I'M ASTONISHED—and ashamed of airline executives—that this column even needs to be written.

Modern air travel has never been more psychologically stressful, with security checks that force us to remove our shoes, jackets and jewelry and then put everything back on 10 feet later; dig our photo IDs from our wallets and purses multiple times en route to our gate; endure baggage searches and restrictions; lug extra valuables such as laptops on board because we may no longer lock our suitcases; carry our meals on board; and sit unnaturally close to each other in coach-class cattle-car seats that remain impossibly narrow and too close to each other.

But all of this stress will pale in comparison if cell-phone use is permitted during flight.

In this era of super-stressed flying, the relative silence of flight has never been more imperative. And few noises are more maddening than another person talking on a cell phone, which on an airplane takes place approximately 12 to 18 inches from the ears of people sitting on either side of the talker. Worse, most of us tend to talk louder on cell phones than on land-line phones.

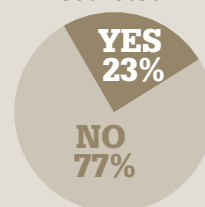
On a recent flight prior to takeoff, a woman talked on her cell phone, oblivious to the other passengers whose facial expressions proclaimed their irritation. I counted the number of seats that her voice reached loudly: 18. Eighteen passengers, forced to tolerate her series of calls before the flight attendant mercifully shut the plane's door and announced cell phones must now be turned off. The relief amongst us passengers was palpable.

To think of tolerating that, but now with multiple passengers doing the same thing at the same time, on a long flight, is truly unimaginable. Trapped. With absolutely no way to escape it. The certainty is this: We *won't* tolerate it.

Flight attendants and pilots: If your superiors make the most passenger-unfriendly decision in aviation history, prepare to referee arguments and break up fights that will no longer be merely one drunk getting obnoxious but instead will be two people unloading on each other. And prepare for three or six or 50 such conflicts. Per flight.

Does this column really need to be written? [M]

**MAY
DEBATE RESULTS:**
Should NASCAR be
restricted?



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Making the most of your iPod

Also:
■ LCD vs. plasma

Q: I just bought a new iPod. How do I take care of it to make sure it lasts, and what are some of the cool accessories I can add?

A: Apple's megapopular iPod players are a wonderful product for music lovers on the go. Apple, along with other companies, has created incredibly cool accessories to complement the iPod. In fact, more than 2,000 add-ons have been designed for the popular player.

One of my favorites is an FM transmitter/charger kit that enables you to listen to your iPod's songs, podcasts or audio books in your car—without risking your safety by wearing headsets. A dock for the iPod attaches to your car's cigarette lighter, which provides power and recharges the iPod. A clever FM transmitter in the dock wirelessly beams the audio to your car's FM radio.

Another area where iPod accessories shine is speaker systems. You can plug your iPod into a variety of systems, such as a bedside clock radio, a boombox for music on the go or a high-end home system, complete with subwoofer and 200 watts of power. The docks in these systems usually double as iPod chargers.

But the hottest iPod developments deal with video. The latest generation of iPods can display video clips—movies, TV shows, video podcasts and even your own home video, if converted into the right format. These video clips can be obtained through iTunes, Apple's media Web site. And with a simple cable, you can display these video clips on a TV or monitor.

In terms of taking care of your iPod, some simple steps can help out. You can save battery power by using the back-light and shuffle functions sparingly. And for protection, cases are on the market that can shield your iPod in case it's dropped (it'll happen, trust me).

Also, I recommend that you shouldn't be too extremely active with the hard-drive-based iPods. But the flash-memory-based players (iPod nano or iPod shuffle) have no moving parts, which makes them ideal for a workout.

Last, iPods are prone to scratching, so you might consider cleaning kits that can help restore them.

Q: I'm looking at flat-screen TVs and choosing between liquid crystal display (LCD) and plasma models. What's the difference?

A: This is a tough question to tackle. Both are great

technologies. At the risk of getting into the technical nitty-gritty, the following are a few facts to help make your decision an easier one.

Where you use the TV, how large it is and how much you want to spend play key roles in your decision. LCD televisions offer a greater choice in screen size, from 13 inches to 45 inches, consume less energy than plasma TVs and they're lighter than plasma. LCD TVs also don't suffer from phosphor "burn-in," a potential issue with plasma caused by static images left on the screen too long, particularly during the first 100 hours or so of use.

But many TV experts believe plasma televisions offer better contrast (deeper blacks) and color accuracy than LCD models. They also believe the danger of burn-in can easily be avoided with a few common-sense steps, such as not constantly leaving one image on the screen for extended periods of time. Plasma is limited to larger sizes, and is particularly popular in 42- and 50-inch sizes.

Some older LCD TVs did not handle motion (such as sporting events and video games) as well as plasma, resulting in "ghosting" or "trails" following fast-moving objects. But newer LCD televisions with good refresh rates, such as 8 milliseconds or less (the lower the number, the better) resolve this issue.

One last factor is glare. If you have a room with a lot of light that can't be controlled, be aware that LCDs seem to minimize the effects of glare better than plasma.

While LCD and plasma televisions are popular, you shouldn't rule out "micro-display" rear-projection televisions, as they can also make for terrific high-definition viewing and offer more screen size for your money.

If your room can accommodate the larger "footprint" (they're between 15 and 20 inches deep), rear-projection televisions are more affordable than flat-panel TVs, and they're available in larger viewing sizes, such as 55, 60, 65 or 70 inches. Using technologies such as DLP™ (digital light processing) and rear-projection LCD, the newer-generation LCOS (liquid crystal on silicon) micro-display screens are popular alternatives to flat-panel TVs.

One traditional criticism of micro-display TVs is that in some models lamps have a limited life span, estimated at 5,000 to 6,000 hours. However, this isn't a major issue. The lamps are easy to replace, with a cost of between \$150 and \$300 (depending on manufacturer), and after you do so the TV returns to its original brightness. [E]



Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 13 books.

JOHN HRNYOK

Ask Marc Saltzman

Questions about electronics or computers you purchased at Costco? Send them to:

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Please include
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in the subject line.
Marc will answer
selected questions in this
column. We regret that
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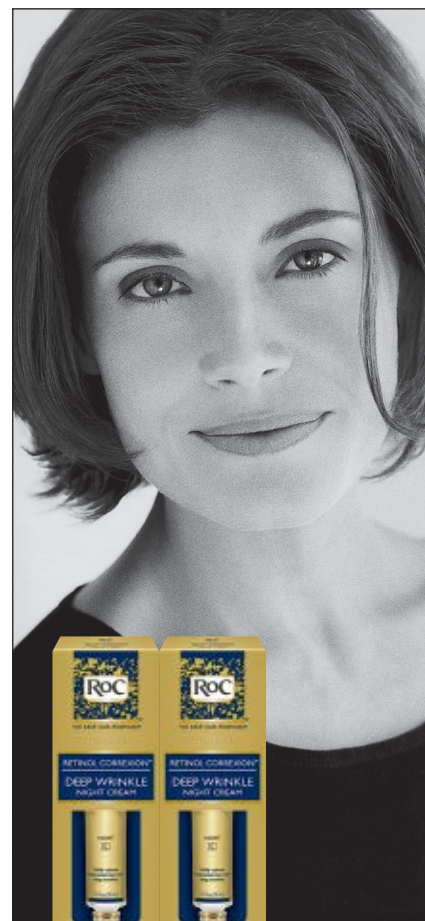
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A brand apart: Costco's private label



By Anita Thompson

The sign of value

AS YOU WHEEL YOUR CART THROUGH the aisles of Costco, shopping list in hand, do you opt for Duracell batteries, Folgers coffee and Tide detergent? Or does the equivalent Kirkland Signature™ product find its way into your cart?

Kirkland Signature is proving to be a popular alternative with many members, not only because it usually costs less than the competing national brand, but also because members are finding they can have confidence in the quality.

The name Kirkland Signature was no accident. In 1993, when Costco integrated its existing private-label products under one brand, the thinking was, if we're going to put our name on it, it's going to be the best—a signature brand. (Kirkland

was the city in Washington where Costco was then headquartered.)

Why did Costco, which had always focused on offering name brands at great savings, expand its private-label lineup? Because with a private label, Costco, rather than the manufacturer, controls the product specifications: How much filler is in the dog food? What kind of breeding is on the shrimp? Are the raisins organic?

The goals established from the beginning—to offer products that would equal or exceed the national brand, at a low cost and delivering great value for the member—have helped propel the Kirkland Signature brand to more than 300 different products representing 15 percent of sales.

Equal to or better than the name brand

A new Kirkland Signature product doesn't hit the drawing board unless the buyers feel they can improve on what's already available. Take Kirkland Signature tuna, introduced in 2002. The quality of many name brands had declined to mushy bits; Kirkland Signature canned albacore tuna, with its solid chunks, created a new industry standard.

In the category of nutritional supplements, for example, Costco was the first warehouse club to qualify for USP designation (see "No fish tale"), ensuring that "when members buy a Kirkland Signature vitamin or mineral supplement, they are getting exactly what they paid for," says Charles Burnett, senior vice president for pharmacy.

"Buyers are always looking at how they can improve on the product," says Dennis Knapp, senior vice president for non-foods merchandising.

"It can take a year or more to develop some products," he adds. "Our buyers are working on the Christmas items 13 months out."

"Every Kirkland Signature product goes through an exhaustive product-development process that can put the vendor through the wringer," says Tim Rose, senior vice president for corporate foods and sundries.

Continuous improvements

Getting a Kirkland Signature product from concept to warehouse shelves isn't the end of the process.

"We're constantly looking at items, revisiting them with an eye to making them better," says Jeff Lyons, who as senior vice president of fresh foods oversees the meat, bakery, produce and service deli departments. "It may be by improving the ingredients or using new preparation methods.

"Another goal is to make it as fresh as possible," he continues. Recently, the service deli began using a new food-safety technology for Kirkland Signature sliced roast beef. Not only were two chemical additives eliminated, resulting in improved flavor, texture and overall quality, but the shelf life was also lengthened. The new product will soon be available nationwide.

Lower prices

Only after buyers are satisfied that they have created the best-quality product on the market do they consider what price to sell it for. With Kirkland

Signature products, members should save at least 20 percent over Costco's price for the leading national brand.

However, sometimes the pricing differential between the branded product or a similar product sold by other retailers is so large members might think that shortcuts were taken or that the product is a second. How can Costco sell a pain reliever for so much less than Tylenol? Why do cashmere sweaters at Costco cost less than \$100 when another store sells them for three times that much?

The reasons are part of Costco's operating philosophy. First, incremental costs are driven down as manufacturing volumes increase. Then, Costco's margin on both national brands and Kirkland Signature is no more than 15 percent, while most retailers have much higher markups. And there are no marketing expenses, such as national ad campaigns, built into the price.

Co-branding

One innovation that was not foreseen in 1993 was co-branded products, in which the brand name and Kirkland Signature share billing. Companies such as Newman's Own, Starbucks and Mariani have created special items under the Kirkland Signature label.

"Some companies, such as Tyson, want their name out there and are willing to upgrade the quality of their product," explains Tim. It's important to note that a Kirkland Signature by Tyson chicken breast sold at Costco is not the same as a Tyson chicken breast available at a grocery store. Costco created an upgrade for the co-branded product, requiring all skin, exterior fat and rib meat to be trimmed off.

These relationships with key suppliers will continue to grow. "When we developed the precooked bacon with Hormel," Tim notes, "they were so enthusiastic about the product, they decided they wanted their name on it."

Wide acceptance

Now, 13 years later, Kirkland Signature has been accepted and lauded by the industry, consumer groups and, most important, members.

PL Buyer, the trade publication for the private-label industry, named Costco Retailer of the Year in 2004. A leading consumer magazine frequently rates Kirkland Signature products, such as cookware, paper towels and others, as "best buys."

And members such as Tom Redford from Palos Verdes, California, are true fans. He wrote, "Just a short note to compliment Costco on the fabulous job [you are] doing on bringing not just superior pricing but, more important, far superior quality and value to one private label product after another. Many retailers print glowing claims about their private label products. Invariably, they are over-stated!

"So many retailers place too much emphasis on just the price element ... offering cheap [prices], but poorer quality than name brands. What a long-term mistake. Costco knows the real key ... saving money, but offering far superior quality and value!" ☐

Now, 13 years later, Kirkland Signature has become accepted and lauded by the industry, consumer groups and, most important, members.



Tea for you

WHEN COSTCO CREATES a Kirkland Signature product, company buyers always look for a niche—characteristics that make the product different from others in the market. After all, why put your special signature on something that isn't truly special? Take, for example, Kirkland Signature Japanese Green Tea.

This green tea is 100 percent grown and processed in Japan. Costco buyer Sarah George explains that the Japanese method of processing tea uses steam to stop the fermentation process—unlike the Chinese method, which calls for pan-frying the tea. The result is a lovely green color and a consistent flavor that, unlike other brands of green tea, is neither bitter nor fishy, cup after cup.

Sarah says the biggest difference members will experience with this tea is the taste. It is sweeter than other brands, and the nylon teabags ensure that paper flavor does not interfere with the flavor of the tea.

The tea also has matcha—premium ground green tea leaves for added flavor and health benefits. Green tea is a proven source of antioxidants, which promote eye health and aid the immune system.

And price? One box of Kirkland Signature Japanese Green Tea costs less than \$13 for 100 tea bags; comparable teas might cost that much for no more than 20 tea bags.

"It's a healthy alternative to coffee," says Sarah. "And it's truly a premium Japanese product."—*Stephanie E. Ponder*



IRIDIO PHOTOGRAPHY

A cut above

IN 2001, WHEN THE Kirkland Signature men's dress shirt first hit Costco warehouses, Nordstrom sold shirts of similar quality for about \$40. Costco's initial price: \$17.99.

How can the price be so low? Efficiency in manufacturing is part of the answer, says Jack Weisbly, the Costco executive responsible for Kirkland Signature apparel. "For instance, Costco uses a supplier that grows, harvests, weaves and dyes the cotton used in Kirkland Signature shirts," Jack explains. "This cuts out several processing middlemen, allowing the supplier to make a profit while keeping our cost down."

Sheer volume and Costco's low margins complete the low-price equation for this shirt.

The low price does not mean low quality, Jack says. Details, such as cross-stitched, nonbreakable buttons and single-needle tailoring, put it on par with dress shirts by Brooks Brothers, Nordstrom and Paul Stuart, after which it was modeled.

"When we originally developed the Kirkland Signature men's dress shirt, we examined what were, in our opinions, the six best dress shirts on the market," Jack says. "We used fabric of equal quality and incorporated what we felt were the best features of each shirt into our shirt."

Since the Kirkland Signature dress shirt first hit the market, it has been upgraded repeatedly. Today's shirt is a twill, which is slightly lighter because it is woven differently, yet just as strong. The tailoring is of the utmost quality, as Kirkland Signature shirts have always been.

"In specialty retailing markets, where this caliber of shirt is commonly sold, it would cost between \$80 and \$100," says Jack. "Our price is now \$14.99."—*Will Fifield*

IRIDIO PHOTOGRAPHY

The whole package

A KEY TO THE SUCCESS of a Kirkland Signature item is not only what's in the package, but the package itself.

Costco's packaging graphics group is responsible for the design and labeling of most Kirkland Signature products. "We're not just about putting pretty pictures on a package," says art director Kevin Diegel. "Our number-one goal is to communicate as quickly as possible what we're selling, the quality and the value."

The group also must make sure that the look and feel of the Kirkland Signature package—its form, design and color—are consistent from product to product. Finally, the package should look high-end and enticing.

How does a package achieve all this? Here's a peek at the creative process behind the redesigned Kirkland Signature Whole Dried Blueberries package.

Teresa Noonan, Costco foods buyer, met with the packaging graphics department to brainstorm ideas. She wanted the new package to look fresh and to "scream" blueberries.

First, the blueberries were professionally photographed. The goal, as with all Kirkland Signature food items, was to make sure the photo represented exactly what was in the package and looked appetizing.

Next came the design phase, where the talent, experience and creativity of the six designers make the difference. As in-house experts on Costco, they know what will work in the warehouse and what look Costco members are attracted to. They created 10 to 12 ideas.

Teresa then selected her favorite and worked with the designers to achieve a look that everyone liked. Final approval after the 12-week process came from the Kirkland Signature committee, including Costco President and CEO Jim Sinegal.

"Packaging is the first sale," says Jolynn Sanchez, packaging graphics manager. "Once a member puts it in their cart, it becomes a traveling billboard for the product, for Kirkland Signature and for Costco. It's still working in the cart, in the parking lot and at home."

The end result? The design team won an American In-House Design Award for their achievement in packaging design. And sales of the product nearly doubled in the first six months.—Shana McNally



IRIDIO PHOTOGRAPHY



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Hail, Caesar

ONE PLACE IN THE WAREHOUSES that features dozens of Kirkland Signature products is the fresh foods deli. It offers a full lineup of ready-to-go meals that were created by Costco's research and development department and represent a tremendous value.

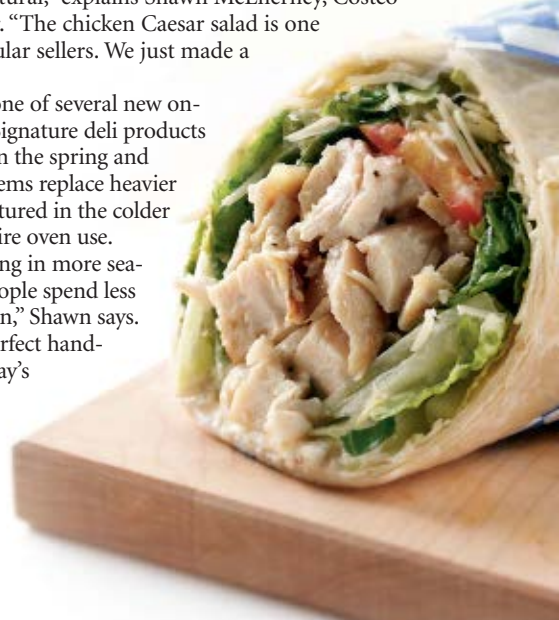
A perfect example is the Kirkland Signature Chicken Caesar Salad Wrap. In creating this meal, Costco's food developers took two popular deli items—Caesar salad and chicken—and put them in a wrap.

Each package consists of two wraps, each weighing one pound. They're big enough to cut in half, making a light meal or picnic for four for \$7.79.

"It's just a natural," explains Shawn McEnerney, Costco fresh foods buyer. "The chicken Caesar salad is one of our most popular sellers. We just made a wrap out of it."

The wrap is one of several new on-the-go Kirkland Signature deli products being rolled out in the spring and summer. These items replace heavier meals that are featured in the colder months and require oven use.

"We're bringing in more seasonal items, as people spend less time in the kitchen," Shawn says. "The wrap is a perfect handheld meal for today's busy lifestyles."



No fish tale

WHEN COSTCO SET OUT to develop a Kirkland Signature fish oil supplement in the mid-'90s, it was apparent that the biggest challenge to overcome was the industry itself.

"The supplement industry wasn't regulated at all. There was no guarantee that what was on the label of many supplements was what was inside," says Teresa Thompson, buyer for Kirkland Signature health supplements. "We needed to establish a standard of quality that members could rely on."

Costco turned to the United States Pharmacopeia (USP), the official public standards-setting authority for all prescription and over-the-counter medicines and dietary supplements. In doing so, Costco became the first retailer to participate in the USP's voluntary verification process.

"USP verification means the ingredients are consistent in quality from batch to batch, that they meet claims for strength, purity and quality—basically that what's on the label is in fact in the bottle," says Teresa.

Making that extra effort has resulted in high praise for Kirkland Signature Fish Oil Concentrate from consumer-research magazines since its introduction in 1994. Kirkland Signature fish oil consistently ranks in the top three (and is frequently ranked number one) in terms of quality and value in the industry.

Says Teresa, "Our Kirkland Signature Fish Oil, and the newer enteric-coated Kirkland Signature Fish Oil, are perfect examples of Costco going the extra mile to make sure there is no question about just how good these products are."

—T. Foster Jones

ONLINE BONUS!

To learn more about some of the popular Kirkland Signature products, see the June *Online Edition*. Visit costco.com and click on "Costco magazine."

Any item carrying the Kirkland Signature brand must offer a significant value over the competition. What about the chicken Caesar wrap? Each Kirkland Signature wrap has 5 ounces of chicken, for a total protein count of 31 percent. A similar wrap at a national fast-food chain has less than 2 ounces of chicken. "On a per-pound basis, the Kirkland Signature wrap is a tremendous value," Shawn says.

And, as with all Kirkland Signature deli products, only the freshest ingredients go into this wrap.—*Tim Talevich*



IRIDIO PHOTOGRAPHY

Still on a roll

IT'S NOT THE MOST GLAMOROUS product, but Kirkland Signature Bath Tissue—Costco's most popular item—offers a perfect example of what Costco's private-label program is all about.

Costco decided to create Kirkland Signature Bath Tissue because, simply put, the company believed it could make a high-quality tissue for less than national brands. "We can control the quality, and the value," says Costco buyer Deb Belcourt.

As is the case with many Kirkland Signature products, Costco still offers a national bath-tissue brand for members who prefer it. "As with detergent and other products, members have a choice when it comes to bath tissue," Deb says.

For Costco, an important part of the Kirkland Signature program is that it enables the company to maintain control over quality and pricing in the face of changes in the market. In the case of bath tissue, for example, some national brands have shortened their rolls to save money.

"We continue to try to maintain sheet counts to go along with our standard of quality," Deb says.

And in terms of quality, Costco has complete control over the product's standards. "Our tissue goes through extensive testing every month," Deb says. "We test for strength, softness and appearance. We conduct six different tests on strength alone."

To see how successful Kirkland Signature Bath Tissue has been in the past 12 years, just look at the sales figures. The product is on pace to sell more than 20 million packages in the 2006 fiscal year. That's 720 million rolls and more than 20 million miles of tissue.

What's most important, Deb notes, is that Kirkland Signature Bath Tissue represents a tremendous value for Costco members.

"This product is a foundation of what Kirkland Signature represents," says Deb. "There's no Kirkland Signature product that we sell more of, or one that reaches more people."—*Mark E. Stroder*



IRIDIO PHOTOGRAPHY

Following are four Kirkland Signature features from our print archives, and links to three more in the *Online* archives.

Soap for a silky you

WASHING WITH SOAP can sometimes feel like a consultation with Father Time. If your skin feels dry, scaly and rough, you may feel the clock is ticking a little too fast. But smooth, silky skin can make you feel the stopwatch is only inching forward.

Kirkland Signature™ Moisturizing Beauty Bar may help you turn back the hands of time and achieve healthy, youthful-looking skin.

“A good bar soap will get you clean. An exceptional bar soap will clean and promote healthy skin,” says Costco buyer Scott McCarron. “This bar is effective for all skin types, including normal to oily, normal to dry and mildly sensitive skin types.”

The Kirkland Signature Moisturizing Beauty Bar—which is made with 100 percent pure vegetable oils—removes dirt, but it doesn’t remove moisture in the manner of typical bar soaps. “With our beauty bar, skin becomes clean and supple,” Scott says. “There’s nothing nicer than soft, well-nourished skin.”

Whatever your skin type, the goal is to

remove all the oil, grit, cosmetics and environmental debris that accumulate daily on your skin. If you want your skin to look smooth and healthy, you need to trap as much moisture as possible on the surface of your skin.

In addition to the nurturing attributes of vegetable oils, more than 25 percent of the ingredients in the Kirkland Signature Moisturizing Beauty Bar provide conditioning.

Palm and coconut oils, as well as glycerin—a powerful and effective ingredient often found in skin treatments and high-end

luxury soaps—are superior soap-making ingredients. Typically not found in most national brands, they blend to provide a gentle, nondetergent bar soap.

“It’s important to understand that pure vegetable-oil soaps are extraordinary in quality,” Scott explains. “The Kirkland Signature Moisturizing Beauty Bar is made with a rich blend of palm and coconut oils, very common in luxury soap brands and noticeably absent in commercial detergent bars.”

—Mark E. Stroder



FRANCE FREEMAN

Grape minds think alike

The proposal was so unexpected, so generous, it seemed too good to be true.

Representatives from Newman’s Own initially may have thought they were being hustled, “Fast” Eddie Felson style.

“They were in shock when we first told them about our idea to co-brand a product together, with all of our after-tax proceeds going to charity,” explains Tim Rose, Costco’s senior vice president of foods and sundries. “They couldn’t believe we’d be willing to do something like this.”

It was an offer they couldn’t refuse. This Hollywood-like beginning led to the creation of Kirkland Signature–Newman’s Own Grape Juice.

Here’s the real-life plot: Costco and Newman’s Own split all monies earned from the sale of the co-branded grape juice 50-50. Costco then donates 100 percent of its gross profits from the sale of the grape juice to the Children’s Miracle Network, a nonprofit organization dedicated to helping kids by raising funds for children’s hospitals across North America.



IRIDIO PHOTOGRAPHY

Purple passion: All profits from the sale of Kirkland Signature–Newman’s Own Grape Juice are donated to charities.

Newman’s Own donates its portion of the grape juice sales to any of 30 charities, including Paul Newman’s personal favorite, The Hole In The Wall Camps.

“To be honest, we were in shock with the whole concept,” admits Mark Tilley, director of sales at Newman’s Own. “If you look at Costco’s incredible sales figures from warehouse to warehouse, each one of their 48-by-40-inch pallet spaces is some of the most desired retail real estate in the country. And for Costco to say that they were willing to use one of those valued spaces for one of our products was really an overwhelming commitment.”

Tim acknowledges he’d been following the progress of Newman’s Own products for years. He was particularly impressed that the company has never wavered on its dedication to quality and an unselfish commitment to donate all of its after-tax profits to worthy causes, especially those involving children. “It tells a lot about [Newman’s] leadership,” he says. “He hasn’t pulled back from his original business plan. He has set an incredible example for others who are in his position in business. We just wanted to do whatever we could to help Newman’s Own generate additional sales.”

Both parties agree that this is one partnership that will continue to reap very special rewards.

“It’s all about giving back to the community,” Tim explains. “Nothing makes us happier than sending checks out to children’s hospitals. It just tickles us pink.” —MS

The weight is over

Shaking up your eating habits

BY DAVID WIGHT

As any weight-loss expert or diet guru will tell you, losing weight is all about change. Changing what you eat and how much you eat, in combination with regular exercise, will likely yield weight loss. And while these changes may appear difficult at first glance, there are ways to make them easier.

Kirkland Signature™ Weight Loss Shake has helped thousands of Costco members meet their weight-loss goals. Taken in place of one or two meals a day, this chocolate shake-in-a-can is an excellent source of protein, calcium and vitamins, and can help you implement a diet based on 2,000 calories per day.

One of many members who have written to Costco about their weight-loss success, Massachusetts high school teacher Tina John found a change that she hopes to stick with long term.

Costco Connection: What made you try the Kirkland Signature Weight Loss Shake?

Tina John: My daughter and I decided to go on a diet together with a goal of losing 10 pounds each. A friend had lost a lot of weight drinking Slim-Fast, so we went to Costco to pick up a case. To my dismay, Slim-Fast wasn't available, but Costco had the Kirkland Signature Weight Loss Shake instead.

CC: So did you feel confident that the Kirkland Signature product would be a good alternative?

TJ: I was concerned that we might not like the taste—taste is such an individual thing. But I did buy a case, and we also

bought two cans of Slim-Fast from a local grocery store so we could conduct a taste comparison. Reading the can, we found that the ingredients and all the nutritional values were pretty much the same. We refrigerated both brands, and then the next morning we each drank one-half can of each brand.

CC: What were the results of the taste test?

TJ: We already knew that ingredients and nutrients were a match. We knew the Kirkland Signature product cost less. But if it didn't taste good, we wouldn't be able to stick with the program. Well, not only did the Kirkland Signature Weight Loss Shake taste good, we thought it tasted better than Slim-Fast. So now I have it every morning for breakfast, and it's a great treat.

CC: What have been the results of your diet so far?

TJ: My daughter stuck with the program only for a month and then went back to college. I have been using it for three months, and I've lost 10 pounds, but not all from the shake. At the same time I started using the shake, I had started jogging more and being more careful with all my eating habits. Now that I've reached my goal, I plan to keep using the shake to maintain my desired weight.

CC: How does the shake fit into your day?

TJ: I'm a high school teacher, and I like being able to grab it in the morning on my way out the door, and being sure that I'm starting the day with most of the vitamins and minerals I need. I'm not a big breakfast eater anyway, but I like the taste of the shake and what appealed to me is that it provides

the vitamins and nutrients that I need to start out my day.

CC: Do you have a shake for lunch too?

TJ: No, I don't have the shake for lunch, I just drink it for breakfast. For lunch I have yogurt, an apple, a granola bar—things I can grab and don't have to fix. This wasn't a crash diet to lose a lot of weight. It was a solution for us to start eating healthily, to help us clean up our act a little bit.

CC: Is there anything else you'd tell our readers about using the Kirkland Signature Weight Loss Shake?

TJ: To be honest with you, I'm planning to make this a lifetime habit. I don't see any reason to change it. I like the taste of the shake, it doesn't cost a lot and it's like taking a vitamin pill every morning. ☐

Do you have a weight-loss success story from using Kirkland Signature Weight Loss Shake? Share your story with The Connection by e-mailing it to connection@costco.com.

For other recent Kirkland Signature product coverage, follow these links to the *Online Edition* archives.

- Bacon
- Baby products (diapers, wipes and formula)
- Vanilla extract

KIRKLAND
Signature



Buying Smart By Pat Volchok



DAN LAWONT

Television consumer reporter, educator and mom, Pat Volchok

Costco offers cookware sets in beautiful stainless steel (left). The roasting pan (right) is perfect for a Costco-size meal!

Cooking up value

Costco's cookware: the perfect recipe for culinary success

The Chicago International Housewares Show is not for the faint of heart or heavy of foot. The three-day extravaganza, showcasing the latest in leading-edge products for the home, is housed in the Windy City's gargantuan McCormick Place Complex, the country's largest convention center.

This year's show in January was filled to capacity with more than 60,000 housewares professionals, 1,700 exhibitors from 34 countries, 18,000 wholesale buyers (including Costco's U.S. and worldwide buying divisions) and at least one foot-weary consumer reporter—yours truly.

Shadowing Costco's housewares buying team around the show is like running on a treadmill that never stops and has only one speed—fast, very fast. From early morning till closing, the group aggressively pokes, prods, twists, scrapes, measures and occasionally smells any and every product from candles to cutlery.

"We make sure we're offering our members an outstanding variety of today's professional-grade pots, pans and roasters made out

of heavy-gauge stainless steel, aluminum or hard-anodized aluminum, as these are the market leaders," says Leslie Watson, Costco housewares buyer. "And, of course, all must be of exceptional value."

That value comes in the form of a variety of complete cookware sets at Costco.

The beauty of stainless cookware

To help you make the best decision when buying cookware, a little background is helpful. In stainless steel cookware (so popular today because it's beautiful, strong and dishwasher-safe), quality is determined by the amount of nickel and chromium in the stainless steel. Nickel, which adds brightness, durability and rust resistance, ranges from 0 to 10 percent. Chromium is an additional rust protector.

Stainless steel cookware is usually labeled to indicate the amounts of these two metals. Among the best (and very popular at Costco) is "18/10," meaning it is 18 percent chromium and 10 percent nickel. New in mirror-polish 18/10 stainless steel for Costco and costco.com is the stunningly handsome Kirkland Signature 13-piece commercial-grade gourmet cookware set. It is any

cook's dream (see "Dear Pat").

At the show I had a chance to talk with Robert Rae, president of Meyer Corporation, whose company is the world's second-largest cookware company. I learned that stainless steel by itself is a poor heat conductor. For heat retention, disks of aluminum and/or copper must be added to the bottom of cookware—the thicker, the better. Without these disks, uneven cooking occurs.

What distinguishes Costco's stainless steel cookware from other brands is the addition of two extra-thick layers of aluminum and copper to the base. This "sandwich" of heat conductors helps cooks create perfect sauces and evenly sauté foods. (Pat's note: Some sets seem to have a copper disk base, but in reality the copper's just a decorative plating.)

I'm particularly impressed with the set's graceful bell-shape design, which allows rounded spoons and whisks to reach all interior surfaces effortlessly. Other friendly features include flared edges for pouring liquids, dimple-domed lids that capture steam rising from food and redistribute it evenly and comfortably, cool handcrafted handles.

Concerning quality control, this set, like all Kirkland Signature cookware, is National Sanitary Foundation (NSF) certified. This means that the product has undergone periodic, unannounced factory inspections by NSF International to ensure continued compliance with U.S. regulatory agencies. Merchandising Testing Laboratories also tests all Kirkland Signature cookware for quality assurance.

As for value, Rae says, "There's no question that Costco's cookware is the best value



at under \$200 out there in the categories offered. Where else can you find this combination of attention to detail and beauty, the strength of superior stainless and the exceptional heat conductivity of a five-ply aluminum and copper core? These pans will last forever.” (Pat’s note: Monthly production is limited, so buy this set when you see it.)

Aluminum: versatile, affordable

For more casual cooks, or those with families where seconds on the stove are typical, the most common cookware material, aluminum, may be ideal.

Aluminum is noted for being slower to heat and cool off. Of all the aluminum pans on the market, hard-anodized, nonstick aluminum cookware is the most durable. Hard anodization is an electrochemical process that greatly strengthens aluminum. If a nonstick coating is added, hard-anodized aluminum becomes three times more durable than plain nonstick aluminum.

If you’re a fan of aluminum cookware, Costco’s Kirkland Signature 15-piece anodized set is an excellent choice. The hard-anodized, professional-quality pots and pans feature an ultra-smooth exterior and cast 18/10 stainless steel handles, and a nonstick surface that is scratch resistant, nonporous and nonreactive. With its advanced multiple reinforced nonstick technology from DuPont™, the set offers a superior nonstick surface with outstanding releasability (no more prying chicken off the bottom of the pan) and ease of cleaning.

The 15-piece set features all the key pieces of an expanded cookware set—and some Costco “extras”: a stainless steel pasta

colander/steamer insert and high-domed stainless steel lids. Particularly nice for cooks who fry or sauté on high heat are the thicker-gauge aluminum skillet included in the set. The exterior surfaces have been polished for scratch resistance and are far less porous than standard anodized cookware.

I walked (make that crawled) away from the International Housewares Show feeling more confident than ever with Costco’s exceptional housewares program. Rest assured, no stone is left unturned in the company’s quest for top-of-the-line cookware offered at exceptional values and bearing the Kirkland Signature name. The term “going the extra mile” has never sounded so accurate! ☐

Dear Pat ... what a great value!



Dear Pat,

For Christmas my sweet husband decided to secretly purchase “the best set of pots and pans he could find” and ended up purchasing a 10-piece copper set. It was quite an investment, and I was totally surprised and very pleased to finally have some quality cookware.

However, we were soon sadly disappointed, so I returned them and purchased the Kirkland Signature 13-piece stainless steel set.

The Costco set far surpasses the quality of anything else I’ve ever seen! At just under \$200 it’s such an incredible value that I’ve told several of my friends. The unique curvy style is unmatched, and the heavy quality of the pans is just awesome! This has definitely confirmed to me that Costco doesn’t put their name on anything that’s less than the best, and that the Kirkland Signature “house brand” is the one to trust!

Thank you, Costco, for making wise decisions for members.

Seriously cooking,

Brijet Miller
Nokesville, Virginia
(member at the Manassas Costco)

Costco cooks the competition

Features	Kirkland Signature hard-anodized nonstick set	Leading brand-name commercial nonstick set
Pan exterior	• Ultra-smooth, hard-anodized	• Hard-anodized
Pan interior	• Nonstick (DuPont Technology)	• Nonstick (generic)
Warranty	• Lifetime	• Limited lifetime
Oven-safe	• To 550°F	• To 450°F
Lids	• Stainless steel	• Tempered glass
Set count	• 15 pieces	• 12 pieces
Price per set	• \$149.99	• \$804.00*
If purchased separately		• \$1,235.00
* Price based on an online survey taken in February 2003.		

Do you have a question for The Connection's Buying Smart reporter, Pat Volchok? Contact her at: **buyingsmart@costco.com**

Same Ingredients. Same Quality. Better Prices.



COMPARE TO THE NATIONAL BRANDS AND SAVE!

All Kirkland Signature nonprescription medicines are developed using the finest quality ingredients available. And if you compare our products to the national brand products you'll find that both contain the same amounts of active ingredients - *not more, not less, but the same!*

However, there is one important difference you will find - *the price.*

So go ahead, compare and save!

Exclusively from

Costco
WHOLESALE

KIRKLAND
Signature



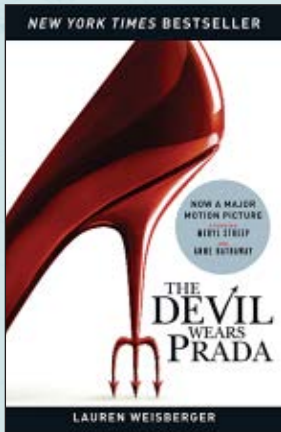
A Heart-Healthy Snack!¹

- **One of the Best Sources of Antioxidants**
Linked to a reduced risk of cancer, heart disease and Alzheimer's²
- **Cholesterol Free**
- **Rich in Phytosterols**
Associated with lowering cholesterol levels
- **Kirkland Signature Quality**
Grower selected for taste
Largest pistachios available



1. Scientific evidence suggests that eating 1.5 ounces per day of most nuts, including pistachios, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. U.S. FDA - 2005. 2. CPC website - www.pistachios.org

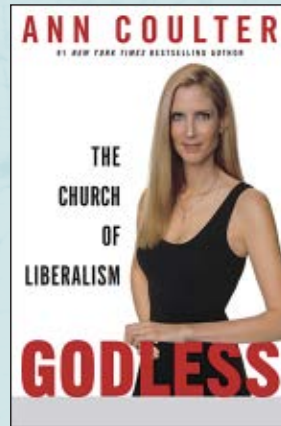
FILL YOUR SUMMER WITH SUSPENSE,



The Devil Wears Prada

(Movie Tie-in Edition)
Lauren Weisberger's deliciously witty and delightfully dishy novel about life at a glamorous fashion magazine is now a major motion picture from 20th Century Fox, opening June 30 and starring Meryl Streep and Anne Hathaway.

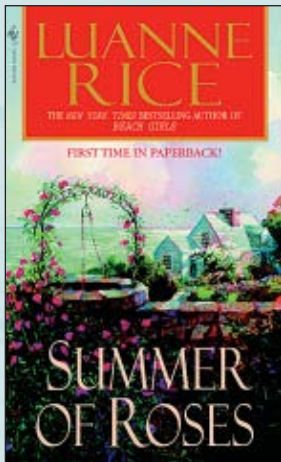
Trade Paperback
Broadway Books
On sale May 30, 2006



Godless

In her most explosive book yet, *New York Times* bestselling author Ann Coulter throws open the doors of the "Church of Liberalism."

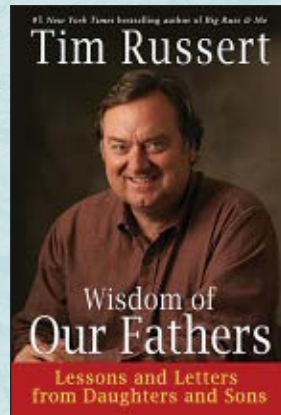
Hardcover
Crown Forum
On sale June 6, 2006



Summer of Roses

Luanne Rice revisits the remarkable characters introduced in her bestselling *Summer's Child*, bringing full circle her most compelling explorations of the human heart: all the many ways it can be broken and the magic that can make it whole again.

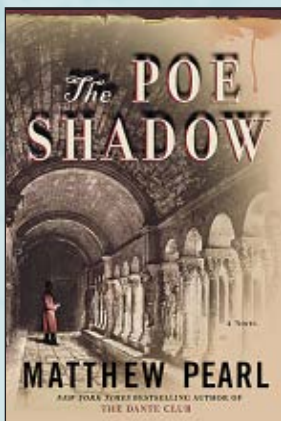
Mass Market Paperback
Bantam Books
On sale May 30, 2006



Wisdom of Our Fathers

From Tim Russert, the acclaimed host of *Meet the Press* and bestselling author of *Big Russ and Me*, comes a celebration in letters of fathers, fatherhood and the bond between parent and child. A great Father's Day gift!

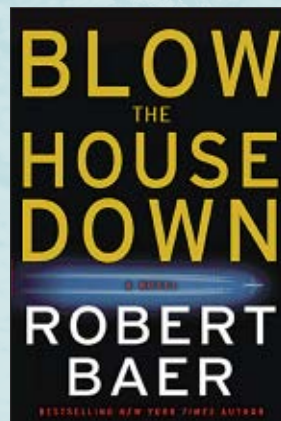
Hardcover
Random House
On sale May 23, 2006



The Poe Shadow

The hotly anticipated second novel by rising star Matthew Pearl, author of the brilliant bestseller *The Dante Club*, *The Poe Shadow* is a thrilling literary suspense story about the still unsolved mystery of Edgar Allan Poe's death.

Hardcover
Random House
On sale May 23, 2006

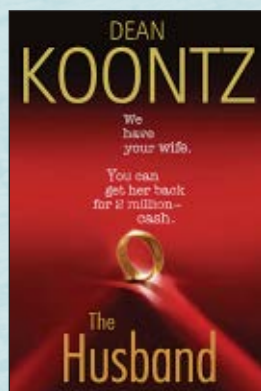


Blow the House Down

In this realistic new thriller, bestselling author and former CIA operative Robert Baer—played by George Clooney in the film *Syriana*—pushes fiction to the absolute limit, offering an unnervingly plausible alternative history of 9/11.

Hardcover
Crown Publishers
On sale May 30, 2006

SELF-HELP AND ADORATION.



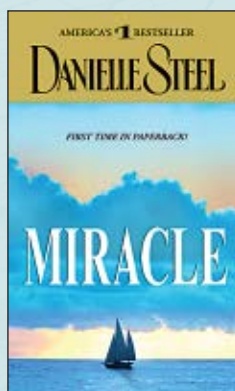
The Husband

Masterful suspense writer Dean Koontz tells the story of an ordinary man whose extraordinary commitment to his wife takes him on a harrowing journey of adventure, sacrifice and redemption to the mystery of love itself—and to a showdown with the darkness that would destroy it forever.

Hardcover

Bantam

On sale May 30, 2006



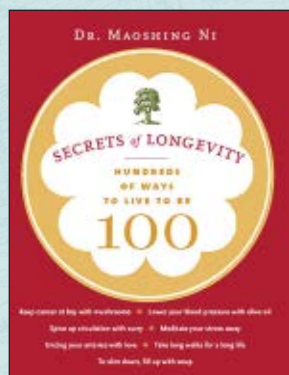
Miracle

Danielle Steel describes miracles big and small—the kind we are blessed with and those we give to others—in this tale of three lives that connect after a devastating storm. With a subtle hand and a flawless touch, Steel has written a novel that soars with hope and will make readers laugh, cry, and care.

Mass-Market Paperback

Dell

On sale May 30, 2006



Secrets of Longevity

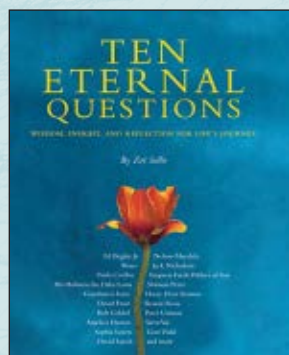
Dr. Maoshing Ni, doctor to Hollywood stars and a tai chi master specializing in longevity, brings together simple and unusual ways to help everyone live longer.

Line illustrations throughout.

Trade Paperback

Chronicle Books

On sale April 20, 2006



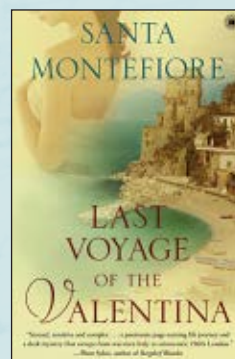
Ten Eternal Questions

Drawn from Zoe Sallis's interviews with nearly 40 personalities, among them Bob Geldof, Gore Vidal, Bono, Jack Nicholson and the Dalai Lama, this intriguing book offers much to ponder and reflect upon in the quest to understand life's mysteries.

Trade Paperback

Chronicle Books

Available Now



Last Voyage of the Valentina

Santa Montefiore, "a superb storyteller of love and death in romantic places in fascinating times" (Plum Sykes, author of *Bergdorf Blondes*), offers an exotic and beautifully rendered tale set on the Amalfi Coast of Italy in 1971.

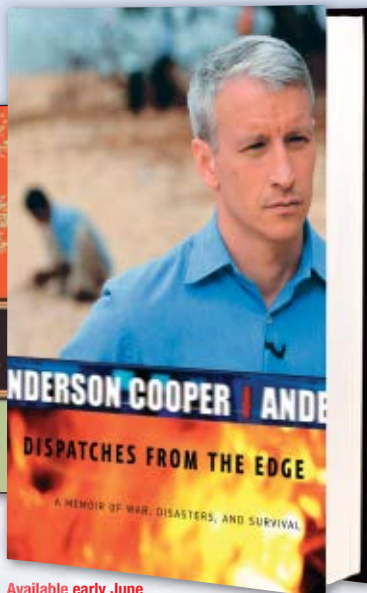
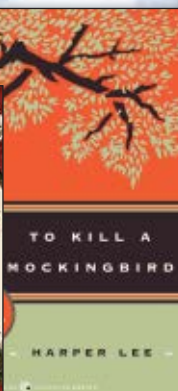
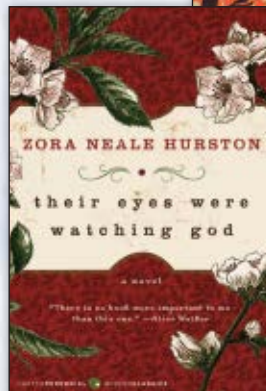
"[A] classy romantic saga."—*In Style*

"The new Rosamund Pilcher."—*Daily Mail* (U.K.)

Touchstone

On sale May 23, 2006

Available early June



Available early June

WILLIAM MORROW / HARDCOVER
On sale June 13



AVON / PAPERBACK
Available now



The Modern Classics line is home to incredible authors and their most significant works, some of the most influential literary pieces of our time. Choose from Harper Lee's *To Kill a Mockingbird*, Zora Neale Hurston's *Their Eyes Were Watching God* and many more.

HARPERPERENNIAL / PAPERBACK

You see him every night on his popular CNN news show. Now Anderson Cooper brings his experiences from the front lines to you. *Dispatches from the Edge* goes from the tsunami in Sri Lanka to the war in Iraq and much more to give readers a firsthand look at cataclysmic events of our age.

HARPERCOLLINS / HARDCOVER

Joe Faroe retires from his job as a kidnap specialist—until someone from his past comes calling. This time, they've taken *The Wrong Hostage*.

A scuffle at a Little League game exposes one of the biggest scandals in American politics in Phillip Margolin's most exciting and surprising thriller yet, *Lost Lake*.

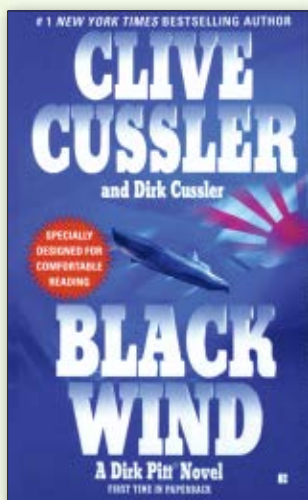
A good book *takes you away.*



Available mid-June

Help your kids get smarter this summer. Learning Horizons offers everything youngsters need to understand fundamental concepts such as math and spelling, all in one five-piece bundle. Get flash cards and skill-builder workbooks featuring fun characters that your kids will recognize and want to study with!

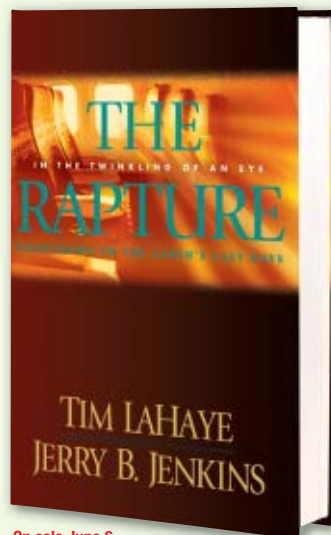
LEARNING HORIZONS, INC. / PAPERBACK / FLASH CARDS / PAPERBACK WORKBOOK



On sale June 6

Dirk Pitt and his two grown children are in a race against time, facing the most cunning and twisted villain they've ever encountered, in *Black Wind*, now in paperback from Clive and Dirk Cussler.

BERKLEY, A MEMBER OF THE PENGUIN GROUP (USA), INC. / PAPERBACK



On sale June 6

No one knows when the rapture will occur, but, in an instant, loved ones will suddenly vanish. Millions of righteous will be welcomed into heaven, and those who are left behind must prepare for the darkest of days that lie ahead. Don't miss the latest in the hugely popular *Left Behind* series, *The Rapture*.

TYNDALE HOUSE / HARDCOVER

Without a shadow of doubt

Carlos Ruiz Zafón evokes past literary masters with *The Shadow of the Wind*

By Jennifer Pirtle

SOME AUTHORS MIGHT shrink under the weight of comparisons to some of literature's giants, including Gabriel García Márquez and Charles Dickens. But Carlos Ruiz Zafón, author of *The Shadow of the Wind*, seems to be taking it all in stride. "I don't mind the comparisons, which are flattering. Another matter would be what Mr. Dickens and the others would make of them," he laughs.

One suspects they might do as readers around the world have done: embrace the book, a heady coming-of-age tale, love story and Gothic mystery all rolled into one. *The Shadow of the Wind* spent two years on the bestseller list in Zafón's native Spain and has been published in more than 20 countries.

Zafón, 41, who recently returned to Barcelona after living in Los Angeles for 10 years, believes the book's global appeal lies in the universality of its characters and their stories. "People who love books, language, stories and ideas are the same everywhere, whether in Norway, Australia, Peking or New York," he tells *The Connection*. "Literature doesn't ask for your passport, and doesn't care. Readers are a nation of their own, without boundaries or limitations."

Although in the United States he's often heralded as a first-time novelist, Zafón is also a successful author of fiction for young adults. Almost too successful, he says. "I became a writer for younger readers by accident and remained in the genre for longer than I wished," he admits. "Finally, I felt I had to draw a line, which led me to begin work on *The Shadow of the Wind*."

The result? A nearly 500-page novel that brims with Dickensian descriptions of Barcelona's narrow, winding streets, darkened doorways and echoing corridors. Like the great Victorian novelist, Zafón uses his own city as a character—not simply a backdrop. "I've always been very interested in the way great authors created organic worlds out of cities, settings that became part of the story," he says. "I wanted to explore that approach in my own work."

One of the book's most evocative images is the Cemetery of Forgotten Books, a dusty repository crammed with bookcases and labyrinthine pas-

sages. It's where Daniel Sempere, an antiquarian book dealer's son, discovers the rare book (*The Shadow of the Wind*) that launches his obsessive quest to discover the truth about its mysterious author, Julián Carax.



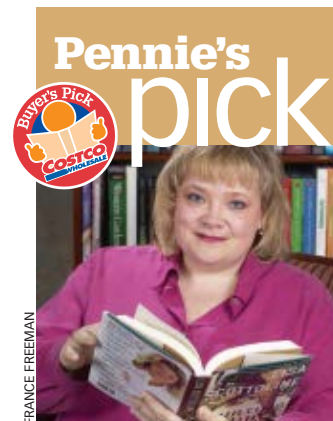
Carlos Ruiz Zafón

"All of my novels have been born of an initial image, some kind of visual metaphor that encapsulates the spirit of the story I'm going to tell," says Zafón. "In this case, the vision of this fantastic location was a response to a feeling I had about all the things we keep forgetting, about the destruction of memory and the loss of identity."

Zafón honed his strong visual sense in jobs that revolved around storytelling: directing stage plays and television commercials, and working as a screenwriter. Although he's had several requests to sell the film rights to *The Shadow of the Wind*, he refuses to do so. "Nothing can tell a story with the depth, the thrill and the intensity of a novel when it is done right," he says. "The best movie theater in the world is in your mind."

A self-described night creature, he writes from midnight to dawn and is currently working on a new novel, part of the quartet begun by *The Shadow of the Wind*. Does he feel any pressure to make the new work as successful as the original? "Not really," he says. "The pressure comes from myself, from trying to produce something that is worthy of my readers' time." ☐

Jennifer Pirtle is a features writer based in London.



Pennie Clark Ianniciello
Costco Book Buyer

THIS MONTH'S pick, *The Shadow of the Wind*, by Carlos Ruiz Zafón, has a little bit of everything. From fear to desire, joy to sorrow, it induces the full spectrum of emotions.

Set in 1945 Barcelona, a young boy, Daniel Sempere, mourns the loss of his mother. As a distraction, his father takes him to a secret library where Daniel is allowed to select one book.

The book he selects was written by Julián Carax, who is rumored to have fled Spain under murky circumstances, and later died. As Daniel searches for other works by his new favorite author, he discovers that they have all been destroyed.

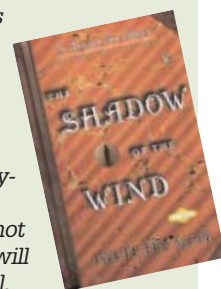
The Shadow of the Wind is available in most Costco warehouses and at costco.com. ☐

Signed book giveaway

COSTCO HAS 10 copies of Carlos Ruiz Zafón's *The Shadow of the Wind* with autographed bookplates to give away.

To enter, print your name, membership number, address and daytime phone number on a postcard or letter and send it to: *The Shadow of the Wind*, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088; or fax it to (425) 313-6718.

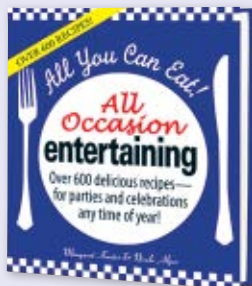
No purchase is necessary. Entries must be received or postmarked by midnight, July 1, 2006. Void where prohibited. Employees of Costco and their families are not eligible. Winners will be notified by mail. One entry per household.



ONLINE! BONUS!

News about scheduled book signings at Costco and a book giveaway can be found in "Book Look," only in the June *Online Edition* at costco.com under "Costco magazine."

Send your feedback on this month's book to: discussionquestions@costco.com

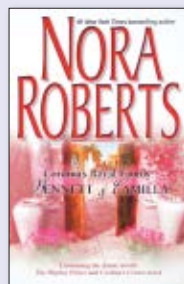
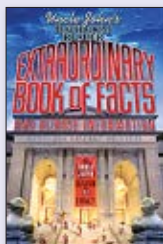


The *All You Can Eat!* series features cookbooks with over 600 delicious recipes in each, sure to satisfy the most fastidious foodie. Celebrate with style with *All Occasion Entertaining*. Tantalize your taste buds with *Spicy Cooking*, discover incredible creations from the Far East with *Chinese and Thai* and many more!

ADAMS MEDIA / Hardcover
Available mid-June

The dedicated researchers at the Bathroom Readers' Institute return with terrific trivia, fascinating facts and a plethora of propaganda that are sure to satisfy any knowledge junkie! Also available: *Uncle John's Fast-Acting, Long-Lasting Bathroom Reader* and *Uncle John's Plunges into Hollywood*.

PORTABLE PRESS / Paperback
Available now

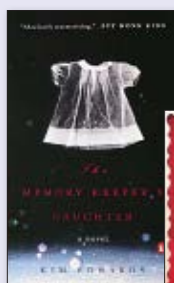


In *Cordina's Royal Family*, *New York Times* bestselling author Nora Roberts offers two of her classic romances, *The Playboy Prince* and *Cordina's Crown Jewels*, combined nicely in one cover.

SILHOUETTE / Paperback
Available now

The women of the Sisterhood are back with an all new story, and this time they are more than happy to help out a new friend who has been suffering in an abusive marriage for far too long, in Fern Michaels' *The Jury*.

ZEBRA / Paperback
Available now



Available early June



Kim Edwards' stunning debut novel, *The Memory Keeper's Daughter*, is the tragic story of a fateful decision that leaves a woman grieving for a child she never really lost.

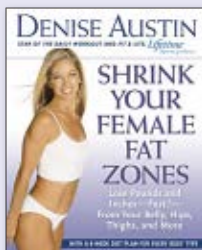
Melissa Bank's *The Wonder Spot* is a funny and poignant look at one unforgettable heroine and the life cycle of her family.

A MEMBER OF THE PENGUIN GROUP (USA), INC.
Paperback

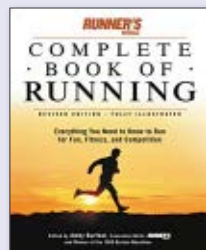


The *New York Times* bestselling author of *Hide Yourself Away* returns. A serial killer is on the loose and a small beach community is wracked with fear, in Mary Jane Clark's *Dancing in the Dark*.

ST. MARTIN'S PRESS / Paperback
Available now

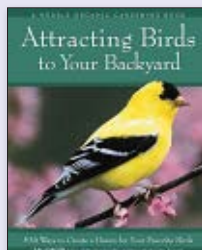


Available early June

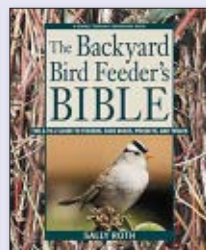


Get in shape with a little help from the pros, and love every minute of it, with *Runner's World Complete Book of Running*, *Shrink Your Female Fat Zones* and many more.

RODALE PRESS, INC. / Paperback



Available early June

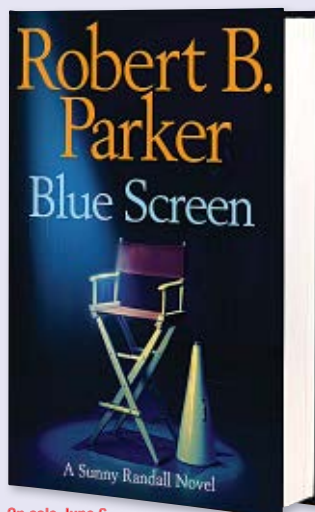


Create an atmosphere you'll love and that will attract not only all the birds from your neighborhood, but feathered friends from all around with *Attract Birds to Your Backyard*, *The Backyard Birdfeeder's Bible* and more!

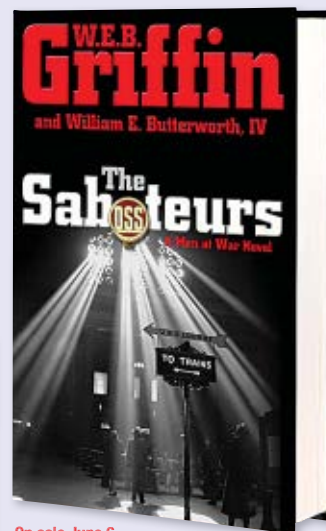
RODALE PRESS, INC. / Paperback

The long-awaited return of W.E.B. Griffin's popular *OSS* series arrives with *The Saboteurs*. The longest and most crucial campaign of World War II, the Battle of the Atlantic, is heating up, and it's up to Wild Bill Donovan and his agents to overcome the German U-boats and put an end to the fight. But fate is about to dole out a real surprise.

G.P. PUTNAM'S SONS, A MEMBER OF THE PENGUIN GROUP (USA), INC. / Hardcover



On sale June 6



On sale June 6

When a woman is found murdered in the home of a movie mogul, Police Chief Jessie Stone is on the case. Tracking the killer, Jessie is forced to enter the entertainment world, where shady characters abound and there's little difference between the good guys and the bad, in Robert B. Parker's *Blue Screen*.

G.P. PUTNAM'S SONS, A MEMBER OF THE PENGUIN GROUP (USA), INC. / Hardcover

Listen up!

Convenience, quality put audio books on must-hear list

By Jonathan Lowe

REMEMBER BEING IN grade school, distracted by the world outside the classroom window, when the teacher suddenly said, "Listen up, kids!" to everyone?

Today, we're more distracted than ever, and with so many errands to run and deadlines to meet, we don't have time to read the books we'd now like to read as adults. So what's the alternative to going back to school and pulling the shades down? It's simple, really.

Audio books.

People have been listening to books since the mid-'70s, but only recently have recorded books exploded, growing in popularity even as hardcover sales decline. This is partly due to a lack of free time, and the resulting need to multi-task, but it's also because the industry has made listening to books convenient and entertaining. Never before have so many titles been available in so many formats, and with added features such as mood music, sound effects and multiple readers.

Audio books mean you really can "read" as you drive, or garden, or jog or just relax with your eyes closed. Pop in a CD and you'll soon be pleasantly engrossed in listening to an "audio movie," fully acted in some cases, or perhaps including an author interview.

What can you expect to hear? Readers and narrators possess characteristics that can make or break a book. Like singers, their talents are chosen to fit the material. Beyond having a pleasant or interesting voice, the most prized characteristic of great storytellers is versatility, or the ability to juggle various characters while keeping each of them distinct. They do this by varying inflection, by using appropriate dialects or accents and by mimicking the natural rhythms of speech.

Not having body language and appearance to aid expression, an audio-book narrator must know the complete story and become every person in it. Examples of great narrators, who give life to multiple characters while revealing only as much of the story as they should, include industry award-winners such as Barbara Rosenblat, Grover Gardner, Scott Brick, Sandra Burr and many others.



Audio versions of books are available for many genres, including blockbuster fiction titles, at Costco.

And what are people listening to on audio these days? Unabridged fiction sells best, but biographies and self-help titles can be blockbusters, too. You can choose abridged (or shortened) versions of some books, even by bestselling authors, but most people prefer to hear every word of the print book. In this case, a typical book may run eight to 10 hours on audio.

Among the dozens of publishers producing audio books there is wonderful variety. Mystery, suspense, romance, science fiction,

adventure, Western, contemporary and blockbuster literary novels—these are what sell in fiction, alongside business titles, historical biographies, science, philosophy, religion, sports and the occasional book that crosses boundaries.

Are you listening? Only one out of four people have ever heard an audio book, yet the industry's growth has been phenomenal in the past few years. Even movie stars such as Julia Roberts and Brad Pitt have recorded audio books, and the odds are that many of the actors you see on television and the silver screen are lending their voices to the medium.

Authors who have recorded their own books include everyone from John Updike to Stephen King to Bill Clinton, and while they may not be as good at reading as they are at writing (or the reverse in the case of Clinton), they are definitely entertaining! 🎧

Reviewer Jonathan Lowe is an Audie Awards judge and author of several audio novels.

Snapshot of an audio book publisher

THE LARGEST INDEPENDENT audio-only publisher has a brilliant name. Brilliance Audio, based in Grand Haven, Michigan, churns out about 150 unabridged titles a year—an astonishing number of books, considering the editing and studio time needed to produce so many hours of finished product.

Employing dozens of professional narrators, engineers and artists, plus marketing and distribution people, the company is a powerhouse in the industry. What advantages does specializing in audio books bring to them?

I asked Eileen Hutton, vice president and associate publisher. "Audio is what we do," Hutton told me. "It's not a sideline or division of a big print conglomerate, and so we spend heavily to promote audio books while keeping our quality high and costs low."

Among Brilliance Audio's current titles are *The Two Minute Rule*, by Robert Crais; *The Hunt Club*, by John Lescroart; and *Memory in Death*, by J.D. Robb (otherwise known as Nora Roberts). Upcoming titles include *Promise Me*, by Harlan Coben; *Shiver*, by Lisa Jackson; and *The Messenger*, by Daniel Silva.

"We work closely with Costco to provide a good mix of bestselling titles, assorted together for distribution and sale," says Hutton.

That sounds like a brilliant idea, from a business standpoint. It's also a brilliant idea for people seeking stress relief during a hectic day.

Or, as horror writer John Saul once put it, "If you ask another author who publishes him in audio and he smiles, you know the answer is going to be Brilliance." —JL

A ghostwriter tells (almost) all

By Eva Shaw

WHAT DO HILLARY CLINTON, Dennis Rodman, Madonna and Lee Iacocca have in common? They've used ghosts—ghostwriters, that is.

Celebrities, entrepreneurs, politicians and business leaders routinely hire ghostwriters to capture their words for print. It's estimated that 60 percent (and maybe up to 80 percent) of nonfiction books have been ghosted. There are whispers among ghostwriters that a few bestselling novelists have "help" writing, too.

While the ghostwriting I have created is as varied as the genres of writing, there is one constant: I am confidential. I don't spill the beans unless I'm told it's OK. I don't just write for high-profile types, but for those who have stories that snatch at your heart-

strings and make it hard to swallow.

Like many in my field, I've ghosted how-to books, business books, diet manuals, cookbooks, autobiographies and even speeches. I've worked with stay-at-home moms and headline newsmakers. Ghostwriting is far from boring, but it's not for ego-driven writers.

"Civilians" (that is, people who do not know the book publishing industry) look confused when I say I'm a ghost, but the career choice is on the rise. Ghosts get business through referrals and publishing contacts such as agents and publishers, and by asking for it. Some advertise their services.

Savvy ghosts often seek work by contacting news-making men and women who are



KEN BROMAN

doing something the public wants to read about. After writing about the hottest new diet plan, the next book may be the life story of a media darling.

Why are ghosts hired? To streamline the writing process because the author is busy or unable to write the book that America wants to read.

Encourage your kid's quest for knowledge



Available early June

You'll never have to hear "Are we there yet?" again when you bring **Take-Along Songs** on your family road trips. They come with a convenient handle, making them easy to carry. And each book comes with an entertaining and educational CD that little travelers will want to hear again and again. Choose from **I Love You Songs**, **Silly Songs** and many more!

PUBLICATIONS INTERNATIONAL / Board book with CD

Little ones will learn to read with help from their favorite characters and books that come with learn-aloud CDs! Explore the solar system in **Lilo & Stitch All About Planets**, have family fun in the kitchen with **Winnie the Pooh's My First Cookbook** and more.

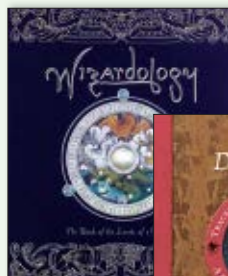
STUDIO MOUSE / Board book with CD
Available early June



Available early June

Music is very important to toddlers and preschoolers. **The Music Player Storybook and CD Pack** offers them the chance to read and sing along with favorite characters, such as Dora the Explorer, Disney Princess and Winnie the Pooh. Visual prompts alert kids when to play the correct song, so they can do it all on their own or you can join in the fun!

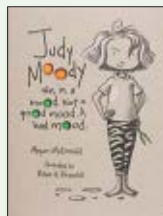
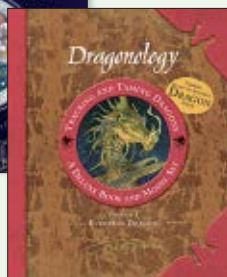
READER'S DIGEST CHILDREN'S BOOKS / Hardcover book with music player and mini-discs



Everything you need to know about wizards, dragons and ancient Egypt can be found in these "long-lost" fictional volumes. Antiqued pages and

a science-notebook style that includes samples gathered in the field give an authentic feel. And don't miss the ultimate companion to the bestseller **Dragonology**—**Dragonology: Tracking and Taming Dragons!**

CANDLEWICK PRESS / Hardcover
Available early June



Judy Moody has a mood for every occasion. Catch up with the feisty heroine in **Judy Moody Saves the World**, **Judy Moody Gets Famous**, **Judy Moody Predicts the Future** and many more!

CANDLEWICK PRESS / Hardcover
Available early June

= available at most warehouses

Products may not be available in all locations. All book jackets are subject to change.



Most ghosts think of their job as being like any other profession. We provide a service. While I'd never cut or color my own hair, because I'd botch it for sure, technically I am physically able to do it. Instead, I pay a professional. Much as a hairstylist would never reveal to whom she's given "natural blonde highlights," ghosts rarely reveal whom they've written for.

There is an art to capturing the voice of an author, the person for whom the ghosted book is written and who will get the byline. A major requirement for successful ghosts is the ability to listen and then reflect the flair, style, phrases, unusual words, witticisms and elements that make the author sound unique. Much like stirring herbs into a savory spaghetti sauce, adding the author's voice in just the right way brings flavor to the writing.

If you're thinking of becoming a ghost, get ready to be invisible. I've been called a good

friend, an editing helper, a director of creative services, an assistant, a supporter and a cheerleader. I've been to publicity parties where everyone is clamoring to hear the author read from her new bestseller and I have been pushed to the back of the crowd, without

"Ghostwriting is far from boring, but it's not for ego-driven writers."

—Eva Shaw

even a nod or a wink from the celebrity.

Ghostwriters often do not get credit with their names on the front of the book. When the book project is finished, the ghost moves to the next client, like a contractor taking on another kitchen renovation. Authors rarely

rave about their ghostwriter. Admittedly it feels a bit odd when the "author" appears on television or at a media event talking about the grueling hours required to get those golden words in his or her book.

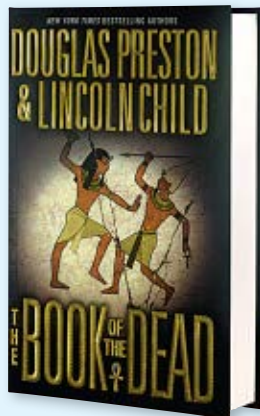
Why be a ghostwriter?

- To get an issue out through an expert's celebrity status.
- To have fun and meet a challenge.
- To show publishers and agents you're a good writer.
- To make money. Ghostwriting is lucrative. Successful ghosts may make six-figure fees for their work.

But before hanging up a ghost-for-hire shingle, learn the business, then put your ego aside and get ghosting. [E]

Novelist and writing professor Eva Shaw has been a ghostwriter for 30 years and has written and ghosted more than 70 books, including many bestsellers. A Costco member, she is the author of *Ghostwriting for Fun & Profit* (Writeriffic Publishing, 2003). Contact Shaw at 1-866-244-9047 or www.writeriffic.com.

Feed your mind, devour a book today!



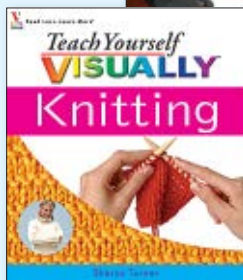
The battle between brothers continues. **The Book of the Dead** picks up where the bestselling novel *Dance of Death* left off, and you won't want to miss a sentence. Set against the backdrop of an ancient Egyptian curse, **The Book of the Dead** portrays the ultimate showdown between good and evil.

WARNER BOOKS / HARDCOVER
Available now



Get rid of the lengthy instruction booklet and get hands-on with the **Teach Yourself Visually** series. Pick up a guitar and learn by seeing and doing with **Guitar**. And with **Knitting**, each photo and each stitch will get you closer to your own beautifully knitted projects!

JOHN WILEY & SONS, INC. / PAPERBACK
Available mid-June



Make sure you pack one of the **Eyewitness Travel** guides when you leave on your next trip. With reliable listings of hotels, entertainment, restaurants and activities for children, you'll travel with confidence. Survival guides show you how to use local currency and public transportation, and red-star sights will help you make the most of a short trip.

DK / PAPERBACK Available early June

Products may not be available in all locations. All book jackets are subject to change.

= available at most warehouses

For Father's Day: Men at work, play and war

FICTION

***The Whole World Over*, by Julia Glass.** Readers of Glass' National Book Award winner, *The Three Junes*, will recognize the character Fenno McLeod, but this book follows Greenie Duquette, who has a small bakery in Manhattan and a therapist husband with his own secrets. When Walter, Greenie's gay friend, recommends her to the governor of New Mexico as his pastry chef, Greenie packs up and heads to Santa Fe with her 4-year-old son. Her husband, Alan, then befriends Saga, a woman who lost her memory after an accident. As all these lives intersect, a cataclysmic event calls for decisions to be made about the meaning of love, fidelity and loyalty.

***The Poe Shadow*, by Matthew Pearl.** Following his debut novel, *The Dante Club*, Poe once again combines literature, history and mystery to tell the story of the last days of Edgar Allan Poe. Most people believe that he died a disgraceful drunkard. An admirer of Poe, a Baltimore lawyer named Quentin Clark, puts his own career at risk as he tries to

salvage Poe's reputation. What he encounters are unanswered questions concerning the Baltimore slave trade, a female assassin and the real story of Poe's last hours.

NONFICTION

***Chasing Ghosts*, by Paul Riechhoff.** Despite misgivings about America's reasons for invading Iraq, Riechhoff decided to go anyway. He tells all—sometimes too much—in this combat memoir, mixed with his own judgments about politics, politicians and the war. He is an equal-opportunity observer—both Democrats and Republicans feel his sword. Riechhoff and a small cadre of like-minded military men, founded Operation Truth to get the word out; this polemic is part of that effort.

***Sandy Koufax: A Lefty's Legacy*, by Jane Leavy, *The Boys of Summer*, by Roger Kahn and *Summer of '49*, by David Halberstam.** Here's a seasonal offering to enjoy when you're not watching the great American pastime. Leavy offers a biography of a com-



PHOTODISC

plex and occasionally difficult ballplayer and a social history of baseball. Khan's poetic masterpiece of sporting literature, first published in the early 1970s, follows the Brooklyn Dodgers, as a team and as individuals. In *Summer of '49*, Halberstam describes an era when baseball players were driven by pride, not salaries. It was a summer of great personal drama for the Boston Red Sox and the New York Yankees, with Ted Williams and Joe DiMaggio cast as leading players. Halberstam captures all the sights and sounds, on and off the field.—Valerie Ryan

book look

Big Read announces next steps

AFTER ANNOUNCING the National Endowment for the Arts' (NEA) Big Read last year (see "Book Look," August 2005), chair Dana Gioia unveiled the next phase in mid-May. Gioia hopes to add 100 communities and eight new books to the program—with the aim of restoring "reading to the center of the American cultural life." The program, which was successfully tested in 10 communi-

ties earlier this year, encourages communities to read and discuss one of several preselected books.

The NEA is now asking cities, towns and other areas to apply for an NEA grant if they would like to launch the program. To find out how your community is or can be involved, visit www.neabigread.org.

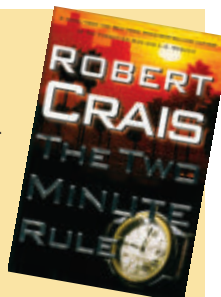
Source: *Publisher's Weekly*

Book giveaway

Costco has five signed copies of *The Two Minute Rule*, by Robert Crais, to give away. To enter, print your name, membership number, address and daytime phone number on a postcard or letter and send it to: Robert Crais, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088, or fax it to (425) 313-6718.

No purchase is necessary. Entries

must be received or postmarked by midnight, July 3, 2006. Void where prohibited. Employees of Costco and their families are not eligible. Winners will be notified by mail. One entry per household.



Send your feedback on this month's Buyer's Pick to: discussionquestions@costco.com

signings

Brad Thor signs *Takedown* on June 3, at 1 p.m., at the **Mall of Georgia**, Georgia, Costco, at 1550 Mall of Georgia.

Tim LaHaye and **Jerry B. Jenkins** sign *The Rapture* on June 8, at 6 p.m., at the **Atlanta**, Georgia, Costco, at 6350 Peachtree Dunwoody.

Jeffery Deaver signs *Cold Moon* on June 10, at noon, at the **Queens**, New York, Costco, at 32-50 Vernon Boulevard.

Heather Lende signs *If You Lived Here, I'd Know Your Name* on June 10, from noon to 2 p.m., at the **Aurora Village**, Washington, Costco, at 1175 N. 205th St.

Phil Doran signs *The Reluctant Tuscan* on June 24, at 2 p.m., at the **Laguna Niguel**, California, Costco, at 27220 Heather Ridge Road.

Janet Evanovich signs *Twelve Sharp* on June 25, at 1 p.m., at the **Almaden**, California, Costco, at 5301 Almaden Expressway.

(Click here for maps and directions to Costco locations.)

Success made simple

Chicken Soup chef Jack Canfield
cooks up a self-help guide for success

By Shana McNally

After writing more than 60 books that have sold more than 80 million copies, Jack Canfield knows a thing or two about success, and he's willing to share.

Canfield is the co-author with Mark Victor Hansen of *The Chicken Soup for the Soul* series, which has been translated into more than 35 languages and includes 11 *New York Times* bestsellers. Now, along with Janet Switzer, he has written *The Success Principles: How to Get from Where You Are to Where You Want to Be* (Collins, 2004). In this latest self-help guide, he shares 64 universal and powerful principles for achieving the astounding—professionally, financially, interpersonally and spiritually.

Canfield worked 16-hour days for nine months on *Success*, which is sprinkled with affirmations (such as "It's time to start living the life you've imagined")



In writing *The Success Principles*, Jack Canfield took the best tips from some of the country's leading doers and thinkers.

DEBORAH FEINGOLD

from American author Henry James), exercises and personal stories gleaned from interviews with 70 successful individuals.

He divides success into seven areas, including finances, career and personal goals, all with a common theme of personal responsibility. "A successful person is one who achieves what is important to them in each of these areas," he tells *The Connection* in a recent telephone interview from his home in Santa Barbara, California. "It's being able to do what you say you're going to do and actually getting the result."

The problem most people encounter, according to Canfield, is determining what they're successful at. He suggests asking, "If you could do anything you wanted regardless of money and were guaranteed to be successful, what would it be?"

He also urges people to reflect on what success means to them. "A successful person is someone who achieves his or her own internal set of desires and goals," says Canfield. "For one person that might mean writing a book; for another it might mean making a lot of money."

Success looked out of reach for Canfield early on. A shy child who was afraid of getting into trouble, he grew up in West Virginia, the son of an alcoholic mother and a workaholic father who earned \$8,000 a year.

"I was a perfectionist and did well, but I never felt safe. I was afraid to ask a girl for a date or try out for the school play," Canfield says.

Despite his misgivings he earned a scholarship to Harvard and a master's degree from the University of Massachusetts before accepting a job teaching history at an all-black high school on the south side of Chicago.

There, Canfield met W. Clement Stone, a self-made millionaire who became his mentor and taught him some of the principles he describes in his book. His connection to Stone led to work as a corporate trainer and consultant to such Fortune 500 companies as General Electric, Campbell's and Johnson & Johnson.

From there Canfield excelled as a university teacher, a psychotherapist, a syndicated newspaper columnist and as the founder of three training companies for which he has given motivational speeches to more than 1 million people across the United States and in more than 20 countries.

In the little spare time he has, Canfield studies success. He has read more than 3,000 books on the subject (more than two per week) and has taken hundreds of seminars, but this is the first time he's put his thoughts on success into book form.

"I have a huge urge to share what I know with people who can use it," says Canfield. "Everyone can be more successful if they attend to it ... it is the responsibility of the individual to learn more." ■

An action plan for small-business owners

Jack Canfield offers the following tips to aid small-business owners in their quest for success.

1. Quit making excuses for not being successful, such as blaming the economy, state laws, etc.
2. State your goals in measurable terms; i.e., open 10 offices, determine a specific net-profit goal, etc.
3. Come up with a plan on how to reach your goals. How many sales do you need to reach your goal? What will help you accomplish your goal? Whether it's marketing, joining the local chamber of commerce, attending job fairs or handing out business cards, plot out specific strategies and be proactive.
4. Review your goals frequently, asking yourself what you can do to expand your business. For example, don't let yourself leave the office until you have five ideas.
5. Select an accountability partner. "It's easy to get distracted from your goals, so meet weekly with your partner to review long-term goals and to set weekly goals," says Canfield.
6. Learn to delegate. Delegate things that aren't your genius, and learn how to utilize the right employees in the right positions. Be creative. Save money by trading services or enlisting the help of retired businesspeople or family and friends. "You'd be surprised by how many people are willing to help," Canfield says.
7. Ask for feedback on everything, scoring on a scale of one to 10. What is it your customers don't like? Are you open at inconvenient hours? Are you lacking an Internet presence? If anything rates less than a 10, ask what it would take to get a 10.
8. Persevere and don't be afraid to try new things. "Success takes time, effort, perseverance and patience," Canfield writes. —SMcN

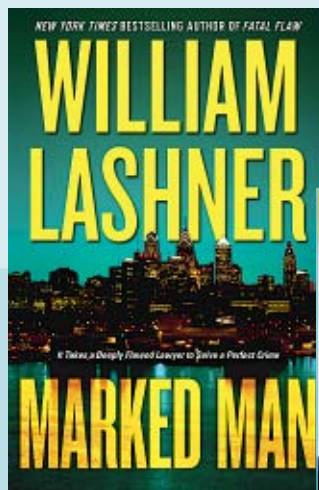
Go behind the scenes and meet the authors of the biggest books of the summer!

Dear Costco Members,

Every month my job as the Costco Book Buyer is to select a title I have enjoyed—some new and some not so new—that I want our members to discover. Marked with a Buyer's Pick sticker, they're easily identified in the warehouse.

This month, in addition to my pick, I asked six major publishing houses to select one author they love and want you to discover! Here are their choices and some background about the authors. I hope you enjoy these selections and maybe even discover a favorite new writer.

—Pennie Clark Ianniciello



William Lashner is a former Philadelphia lawyer. He graduated from New York University Law School and the University of Iowa Writers' Workshop. He came up with the idea for his popular protagonist, Victor Carl, while he was struggling to get published. Feeling very bitter, he decided to write a book about a lawyer who was equally embittered, and he came up with Victor. Six Victor Carl novels later, Lashner finds himself published all over the world and translated into more than a dozen languages. This time around, Victor Carl wakes up with the name Chantal Adair tattooed in a heart on his chest, and he knows he's got a real dilemma, in **Marked Man**.

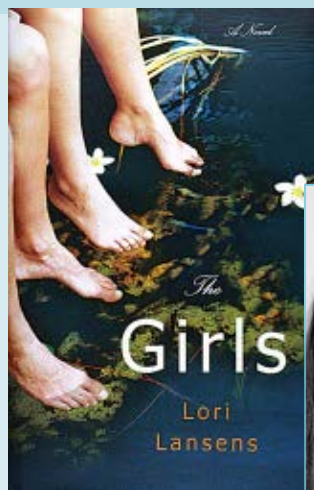
WILLIAM MORROW / Hardcover

Available now

Brad Thor was born and raised in Chicago, but he headed west for college. He studied creative writing at the University of Southern California under the celebrated author T.C. Boyle. He is the award-winning creator, producer, writer and host for the public-television series *Traveling Life*. While he was filming his show in Lucerne, Switzerland, he came up with the idea of his first novel, *The Lions of Lucerne*. Thor admits that he has an obsessive habit of looking at things and asking, "What if?" He'll watch a story on the evening news and entertain different scenarios to see what kind of alternative outcomes he can dream up. His new thriller, **Takedown**, is a result of such thinking.

ATRIA / Hardcover

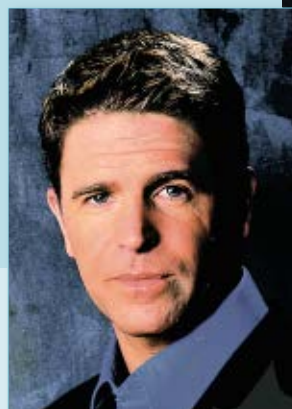
Available mid-June

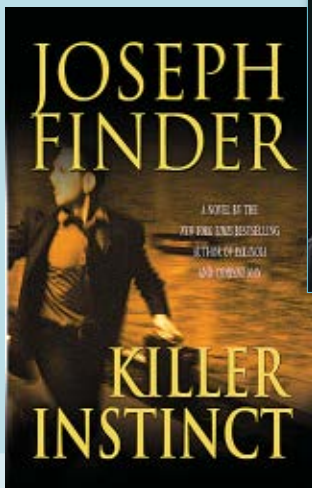


Lori Lansens was a successful screenwriter before she hit the literary scene in 2002 with her highly acclaimed first novel, *Rush Home Road*. Critically acclaimed, it was nominated for the 2003 Rogers Writers' Trust Fiction Prize and the 2003 Commonwealth Writers Prize for Best First Book. Lansens was born and raised in Chatham, Ontario, the setting for both *Rush Home Road* and her new novel, **The Girls**. Her latest is a heartwarming novel about two sisters known simply as "the girls." What makes these two independent, funny and courageous women so extraordinary is their status as conjoined twins. Though they have never had the ability to look into each other's eyes, these two women have been blessed in many other ways. **The Girls** is their story.

LITTLE, BROWN / Hardcover

Available now





Joseph Finder spent much of his early childhood in the Philippines and Afghanistan. His family eventually settled in Albany, New York, where he attended high school. He graduated summa cum laude from Yale and later received his master's degree from the Harvard Russian Research Center and taught on the Harvard faculty. Now, with acclaimed novels such as *Paranoia* and *Company Man* under his belt, Finder has become known as a master of the corporate thriller, a label the author doesn't particularly like. He feels he writes about regular people in extraordinary situations, but he simply focuses on happenings in the workplace. Finder's latest novel, ***Killer Instinct***, is a whip-smart thriller and was inspired by a plasma-screen television he bought for his family.

ST. MARTIN'S / Hardcover

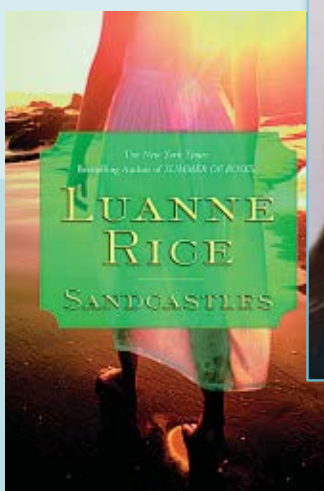
Available now

Julia Glass is somewhat of a late bloomer. She was a late talker, she didn't learn how to ride a bike until she was in college and her first novel was published when she was 46. Glass had originally written it as part of a short story in 1984.

She stuck it in a drawer and kept revising until the mid-90s. Then, in 2002, *Three Junes* went on to win publishing's equivalent of the Academy Award for best actor—the National Book Award for fiction. Her sophomore novel, ***The Whole World Over***, is about how the past impinges on the present and how fate and chance play important roles in our lives. She lives in Massachusetts with her partner, photographer Dennis Cowley, and their two young sons.

PANTHEON / Hardcover

Available now



Luanne Rice, author of the bestselling novels *Summer of Roses* and *Beach Girls*, offers readers the story of the season.

"My books are about home, and family," says Rice, an acclaimed novelist. "There are so many obstacles in the way of finding happiness. I try to show what it takes for ordinary people to be together, and be happy."

Her special gift for bringing readers into her world has never been more apparent than in ***Sandcastles***. Anyone who's ever built a sand castle can tell you that some things don't survive the changing tides. But love, family and friendship—all as fragile as sand castles—have a way of standing against anything. In ***Sandcastles***, it will take nothing short of a miracle to heal the rift between a father and daughter, a husband and wife, the past and the present—but a miracle is exactly what is in the works this summer along the enchanting Connecticut shore. The only question is: Can they believe?

BANTAM / Hardcover

On sale June 27

R.A. Scotti began her career as a copy kid, running errands at the *Providence Journal*. One day, her editor needed someone to cover an event and she took the job. He continued to give her assignments after that. Scotti began her literary career writing international espionage—largely a man's field. For her first novel, *The Kiss of Judas*, she pretended she was a man, hence the name R.A. Scotti. And the name stuck. Readers of *Brunelleschi's Dome* and *Michelangelo and the Pope's Ceiling* will enjoy Scotti's new nonfiction work on the genius, politics and treacherous drama behind the building of St. Peter's in Rome.

VIKING / Hardcover

On sale June 15





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A pirate's ride for me

A classic is reborn at Disneyland

By T. Foster Jones

DISNEYLAND'S Pirates of the Caribbean ride inspired the movie *Pirates of the Caribbean: The Curse of the Black Pearl*. Now the movie—and its sequel—are inspiring the attraction.

The classic Disney theme-park adventure is adding new characters and features from both movies, debuting in conjunction with the release of *Pirates of the Caribbean: Dead Man's Chest*, on July 7.

The original Pirates of the Caribbean ride premiered in 1967 in New Orleans Square at Disneyland in California. Built under the direct creative supervision of Walt Disney and featuring more than 120 audio-animatronics characters, lavishly decorated sets and special effects, it was, and still is, one of the most spectacular and enduring attractions ever created for a theme park, drawing some 500 million visitors since its opening.

Making any changes to a ride that has such a history is not something that anyone at Disney undertook lightly.

"When we approached the Pirates of the Caribbean with the idea of making a change, we did it with a great deal of reverence," says Michael Sprout, a senior concept writer with Walt Disney Imagineering. "This was the last attraction personally supervised by Walt Disney and has been part of Disneyland since it opened in 1967. It's the classic Disney theme-park attraction."

At the same time, members of the Disney creative group known as Imagineers saw the change as a necessity.

"While the attraction has endured as a favorite for generations, many fans, particularly young kids, may have experienced the movie series before the attraction," says Kathy Rogers, an Imagineering senior show producer. "So bringing some of the movies' characters and themes into the attraction helps us maintain that continuity between these interconnected worlds."

"Even Walt himself was never one to think that even

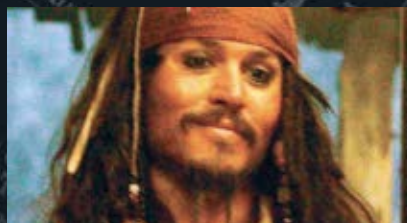
a classic couldn't be improved," says Sprout.

The revised attraction will feature two of Hollywood's most infamous screen buccaneers, Jack Sparrow and his nemesis, Barbossa. The pair add a new twist to the attraction's original storyline as they race to be the first to claim a cache of plundered treasure.

"We've been engaged in this creative process since the first movie hit theaters in 2003," says Rogers. "Coming out of that first film, we looked at its central theme of the 'curse' and started dreaming up characters to join the mix. But as we headed into the design process, the film's enormous success prompted production of the sequels, and we suddenly had a much broader story to draw from. So we began looking at the world of Captain Jack and Captain Barbossa in that broader sense, and we headed in a different direction."

"We've incorporated a number of new technologies and special effects to tell our story more powerfully," she continues. "We've hidden this technology throughout the canons, the moon and clouds, the waterfall, the audio—all working together to bring the story to life in even more compelling ways."

"Successfully adding the popular characters from the *Pirates of the Caribbean* films with the mythology of our classic attraction is an example of Walt Disney Imagineering at its finest," says Jay Rasulo, chairman of Walt Disney Parks and Resorts. "These additions will result in an exciting new chapter for the attraction and an unforgettable experience for our guests." □

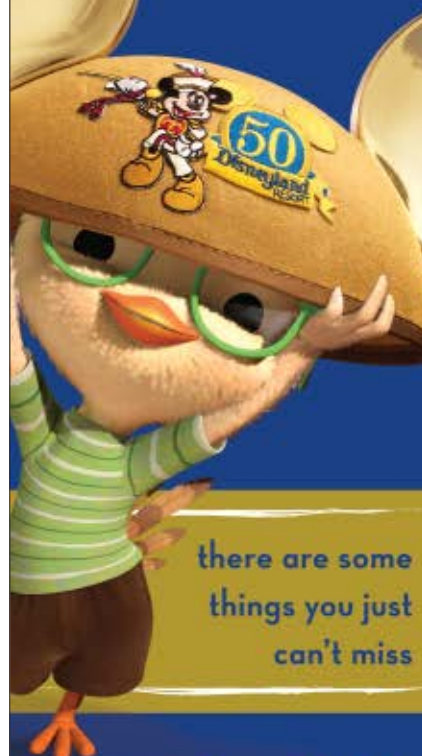


Disneyland's updated attraction proves you can teach an old dog new tricks.

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Montreal Peppered Steak

Prep Time: 5 minutes
Marinade: 30 minutes
Cook Time: 20 minutes
Makes 8 servings.

- 1/2 cup olive oil
- 1/4 cup soy sauce
- 4 tsp. McCormick® Grill Mates® Montreal Steak Seasoning
- 2 lbs. sirloin or strip steak

MIX all ingredients, except steak, in a large resealable plastic bag or glass dish. Add steak; turn to coat well.

REFRIGERATE 30 minutes or longer for extra flavor. Remove steak from marinade. Discard any remaining marinade.

GRILL over medium-high heat for 8 to 10 minutes per side or until desired doneness.



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Perfect for picnics

IT'S NOT COMPLETELY clear how the word "picnic" entered our language. It appears to come from 16th-century French, where it meant something like "picking on little things."

We've come a long way since then. The best picnics today certainly don't involve "little things"—but elaborate, delicious multicourse meals that simply must meet the criterion of portability.

Offered here are two picnic ideas featuring products from Costco suppliers. The Crispy Chicken Bits recipe was created by Daisy Martinez for Perdue Chicken, and the Blueberry and Mango Fruit Salad was created by Giuliano Hazan for Alpine Fresh. These recipes appear in our latest cookbook, *Creative Cooking The Costco Way*. You can find an electronic version on costco.com, under "Costco cookbook."

—Tim Talevich

ONLINE! BONUS! Additional recipes from Alpine Fresh are featured this month in the *Online Edition*. Go to costco.com, select "Costco magazine" and "More Creative Cooking" in the June issue.



This recipe was created by Giuliano Hazan

IRIDIO PHOTOGRAPHY



This recipe was created by Daisy Martinez

IRIDIO PHOTOGRAPHY

Crispy Chicken Bits

1½ pounds Perdue* Individually Frozen Chicken Tenderloins, thawed in the refrigerator overnight
1 teaspoon dry adobo seasoning
1½ tablespoons cider vinegar (or your favorite)
Vegetable or canola oil
All-purpose flour

1. Cut chicken into pinkie-size strips. Place in a bowl and toss with adobo seasoning and vinegar until coated. Marinate, covered, at room temperature for up to 30 minutes or in the refrigerator up to 24 hours. Drain the chicken thoroughly.
2. Pour 3 inches of vegetable oil into a deep, heavy pot. Heat over medium-high heat until the tip of a wooden spoon handle gives off a very lively sizzle when dipped into the oil (about 390°F).
3. While the oil is heating, dredge the chicken in flour until coated. Tap off any excess flour.
4. When the oil is hot, carefully slip as many of the floured chicken pieces into the oil as will fit comfortably. Let them bob around, turning them with a spoon once or twice, until deep golden brown and cooked through, about 4 minutes. Remove and drain on paper towels. Repeat with the remaining chicken. Serve hot. Makes 6 snack-size servings.

*Brands vary by region; substitute a similar product.

Blueberry and Mango Fruit Salad

3 Alpine Fresh* ripe mangoes
2 pints Alpine Fresh* blueberries
6 tablespoons sugar
1 lemon
½ cup fresh orange juice
2 tablespoons grappa

1. Peel mangoes, slice into bite-size pieces and place in a large serving bowl.
2. Rinse blueberries in cold water, drain and add to the bowl. Add sugar.

3. Grate the zest from the lemon and juice half the lemon. Add zest and juice to the bowl.
4. Add orange juice and grappa. Stir gently, being careful not to damage the berries.
5. Cover the bowl and refrigerate for at least 2 hours and up to 24 hours. Stir once again and serve chilled. Makes 6 servings.

*Brands vary by region; substitute a similar product.



IN 1988 TWO young entrepreneurs started Alpine as a small importer of berries and asparagus. Today, Alpine is one of the world's premier growers of mangoes, asparagus and grape tomatoes. With great pride, they offer these family recipes for you and your family to enjoy.



Alpine Italian Santa Grape Tomato Salad ◀

2 pounds Alpine Santa Variety* grape tomatoes
 1/2 cup julienned fennel
 1/2 cup diced fresh mozzarella
 3 tablespoons red wine vinegar
 1/3 cup extra-virgin olive oil
 1 tablespoon chopped parsley
 Pinch of crushed red pepper
 Salt and pepper

1. Combine tomatoes, fennel and mozzarella.
2. Whisk together vinegar, olive oil, parsley and red pepper.
3. Combine the dressing with the salad. Season to taste with salt and pepper. Makes 6 servings.

*Brands may vary by region; substitute a similar product.

Alpine Fresh Mango Salsa ◀

4 large Alpine* mangoes, chopped
 Juice of 3 limes
 1 bunch cilantro, finely chopped
 1 large onion, finely chopped
 1 teaspoon salt
 1/2 teaspoon pepper

1. Toss mangoes with lime juice in a large bowl.
2. Add cilantro, onion, salt and pepper. Makes 8 servings.

*Brands may vary by region; substitute a similar product.

Alpine Asparagus Parmesan ▶

1 bunch (2.2 pounds) Alpine* asparagus
 2 1/2 tablespoons olive oil
 3 tablespoons soft white bread crumbs
 5 tablespoons grated Parmesan cheese

1. Preheat oven to 350°F. Toss asparagus in olive oil; place in a large greased baking dish. Sprinkle with bread crumbs and Parmesan.
2. Bake for 20 minutes, or until the top is lightly browned. Makes 6 servings.

*Brands vary by region; substitute a similar product.



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Taurine ... what does it mean in Açai Extreme?

Taurine is an amino-acid-like compound that performs many vital functions in the body. Taurine's role in maintaining electrolyte balance makes it particularly important for athletes or anyone who participates regularly in strenuous physical activity.*



The açai berries used in Açai Extreme are ethically harvested from the Brazilian amazon rain forest in keeping with all practices of maintaining a sustainable rain forest.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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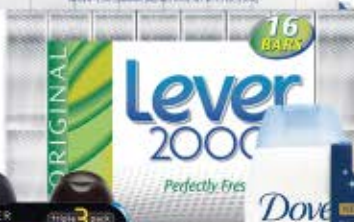
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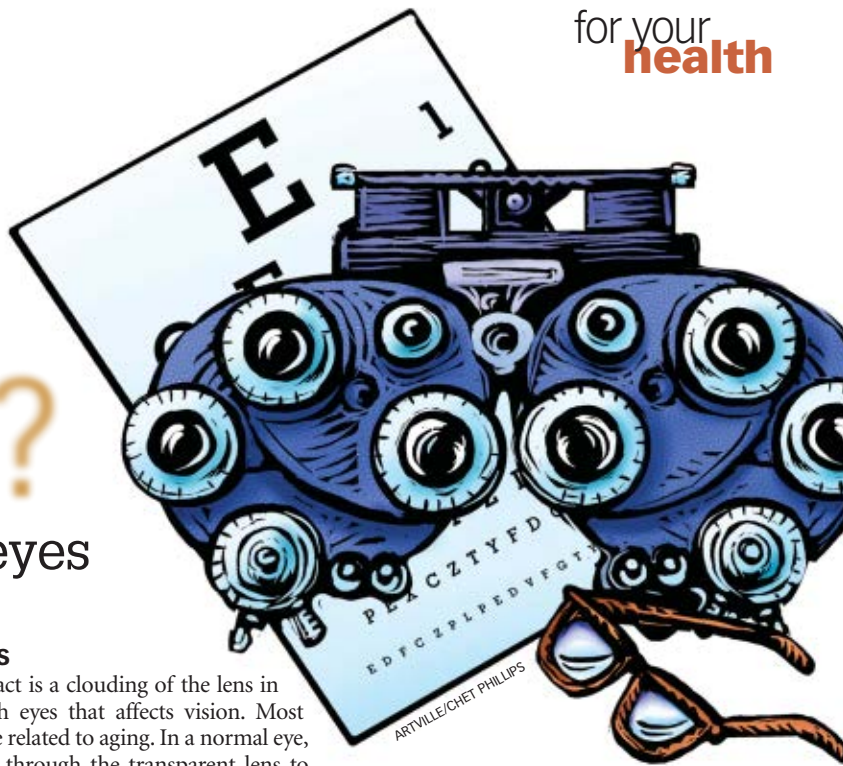
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Can you read this?

There is help for aging eyes



By Joyce Tellier Johnson

ACCORDING TO A STUDY conducted by the National Eye Institute (www.nei.nih.gov), Americans fear blindness more than any other disability, including cancer and heart disease. Only loss of mental capacity was a greater concern.

More than 3.5 million Americans over the age of 40 suffer from some sort of vision loss. The chances of developing eyesight problems increase dramatically with age, due partly to environmental conditions such as cigarette smoke and ultraviolet radiation damage from the sun and partly to the body's inability to synthesize nutrients that protect and enhance eye health and vision. Cataracts and age-related macular degeneration (AMD) are the top two age-related causes of blindness or reduced vision.

However, many Americans aren't waiting for symptoms to escalate; they are using natural nutritional and herbal supplements to protect their eyes from the effects of aging.

Age-related macular degeneration

Macular degeneration is a descriptive term for any condition that leads to loss of function of the light-sensitive cells at the centre of the retina. Peripheral vision is preserved, but reading becomes impossible. Blurred or distorted vision and trouble discerning colors can be symptoms of AMD.

The Amsler grid test is one of the simplest and most effective methods of monitoring macular health. The Amsler grid is a pattern of intersecting lines (identical to graph paper) with a black dot in the middle. One stares at the central dot. With normal vision, all lines surrounding the black dot will look straight and evenly spaced, with no missing or odd-looking areas. When the macula is not healthy, as in macular degeneration, the lines can look bent, distorted and/or missing.

You can order a free Amsler test grid online at www.ixm.us or take the test at www.eyesight.org/Eye_Test/eye_test.html.

Cataracts

A cataract is a clouding of the lens in one or both eyes that affects vision. Most cataracts are related to aging. In a normal eye, light passes through the transparent lens to the retina, where it is changed into nerve signals that are sent to the brain. The lens must be clear for the retina to receive a sharp image. If the lens is cloudy from a cataract, the image will be blurred.

Cataracts can be caused by clumps of protein that reduce the sharpness of the image reaching the retina or by a general changing of the color of the lens from clear to yellowish/brownish. Most age-related cataracts develop from protein clumps. Cataracts tend to "grow" slowly, so vision gets worse gradually. Seeing may become more difficult. Vision may get duller or blurrier. If lens discoloration is the cause, you may not be able to identify blues and purples, but vision will remain clear.

Antioxidants

Studies using antioxidant vitamins and other nutrients that fight free-radical damage have shown excellent results. A U.S. National Eye Institute study of 5,000 people between the ages of 55 and 80 showed a 25 percent reduction in the risk of developing advanced AMD through the use of an antioxidant and zinc combination with vitamins C and E as major components.

Lutein and zeaxanthin

Lutein and zeaxanthin—carotenoids, or plant components, known for their color and antioxidant capacity—are found in the macular region of the eye. The body can't make lutein or zeaxanthin, so supplementation is

The Costco Connection

Costco carries a variety of items for eye health, such as Ocuvite Tablets Antioxidant Vitamin and Mineral Supplement and Preservision Eye Vitamin and Mineral Supplement.

recommended to protect the eyes from ultraviolet light—a leading cause of cataracts—and free-radical damage.

A Tufts University study showed that generous intakes of lutein and zeaxanthin reduced the risk of macular degeneration by as much as 40 percent and the risk of cataracts by up to 20 percent. While no recommended daily allowance currently exists for lutein, positive effects have been seen at levels of 6 mg per day.

Blueberries, bilberries and eyebright

Blueberries and bilberries (huckleberries) are extremely high in anthocyanidin bioflavonoids—the blue pigments in fruit, which have natural health benefits, especially the ability to strengthen capillaries.

Bioflavonoids, such as those in blueberries, are essential for the proper absorption and use of vitamin C and other antioxidants, and should be part of a lifetime regimen to help prevent loss of sight.

Bioflavonoids also help maintain collagen, the intercellular "glue" that strengthens connective tissues throughout the body. Bilberry jam was fed to fighter pilots in the Second World War to enhance their night vision.

Eyebright is a European wild plant used since the Middle Ages to treat eye irritation. It has antibiotic and astringent properties that tighten membranes and mucus surrounding the eyes, which can strengthen and improve circulation. Rich in vitamins A and C, eyebright also contains tannins that help reduce inflammation. ☐

Joyce Tellier Johnson, N.D., trains health-care practitioners across North America in current health issues and integration of pharmacological and natural therapies.

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The arthritis pain puzzle

Study examines role of supplements

By David Wight

FIVE MILLION Americans already use them. In Europe they're dispensed as prescription drugs. Now the U.S. medical community is taking a serious look at glucosamine and chondroitin for arthritis pain relief.

If you, a family member or friend are among the 20 million sufferers of osteoarthritis, you'll want to stay current with alternatives for dealing with this painful and degenerative joint disease that destroys cartilage.

Both glucosamine and chondroitin are produced naturally in the body. Glucosamine is suspected to be fundamental in cartilage and connective-tissue formation, while chondroitin is believed to give cartilage elasticity, aiding shock absorption in the joints. Taking supplemental dosages of either or both is supposed to help reduce pain and repair cartilage when natural production of these substances is unable to keep pace with the destructive process of arthritis.

A recent study conducted by the National Institutes of Health (NIH) produced some interesting interim results at the six-month point.

■ In a group with moderate to severe knee pain, there was a 79 percent positive response from subjects using a combination of glucosamine and chondroitin. That means that those taking that combination experienced a 20 percent or greater improvement over a 24-week period. The NIH concluded that further evaluation of this outcome is warranted.

■ In a group with mild to moderate knee pain, those taking a prescription painkiller reported a 70 percent positive response. But in that same group, those taking a dummy pill had a 60 percent positive response—only 10 percent less than the prescription painkiller results, and about double the usual dummy-pill response in similar studies. Subjects taking glucosamine and chondroitin alone or in combination reported the same results as the placebo, which rendered those results statistically insignificant.

A “rescue” painkiller (Tylenol) was available to be taken liberally (up to 4,000 mg per day) during the study. Many critics of the results have speculated that, since Tylenol is a formidable painkiller, it might have bolstered

The Costco Connection

Costco carries a variety of supplements that are used to reduce the pain and inflammation associated with osteoarthritis.

the response of the placebo takers with mild to moderate pain, and might also have masked the effect of the supplements in that same group.

Dr. Luke Bucci, vice president of research for Schiff Nutrition International, a nutritional-supplement manufacturer and distributor, is pleased with the favorable results in the moderate to severe pain group.

“There is also other hidden value to the NIH report,” he tells *The Connection*. “The study indicates that you can experience results just as good over time with the supplements as with the leading prescription drug. And no side effects were reported with the



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supplements used in the NIH study.”

The study is proceeding with additional evaluation of longer-term effects of the supplements on joint health.

The successful management of pain from osteoarthritis depends on several factors, including diet, exercise, weight control and medication. Working with your physician to determine the appropriate treatment for you is vital. The use of supplements may prove to be one piece of your arthritis pain puzzle. [4]

Arthritis supplements at Costco

Supplement	Daily dosage in mg	What it's supposed to do	Where it comes from
Glucosamine Also: ■ Combined w/MSM	1,500 1,500 + 1,500	<ul style="list-style-type: none"> Provide pain relief from osteoarthritis Improve joint mobility Slow deterioration of cartilage 	<ul style="list-style-type: none"> A natural component of human cartilage Supplement comes from the shells of various shellfish
Chondroitin sulfate and glucosamine	1,200 + 1,500	<ul style="list-style-type: none"> Reduce pain and inflammation from osteoarthritis Improve joint function Slow disease process 	<ul style="list-style-type: none"> A natural component of human cartilage Supplement comes from beef cartilage
SAMe (S-adenosyl-L-methionine)	400 to 1,600	<ul style="list-style-type: none"> Reduce osteoarthritis pain and inflammation Repair cartilage Treat depression 	<ul style="list-style-type: none"> A natural compound in all living cells Supplement comes from fermented yeast
MSM (methylsulfonylmethane) Also: ■ Combined w/glucosamine	1,500 to 6,000 1,500 + 1,500	<ul style="list-style-type: none"> Provide pain relief from osteoarthritis and rheumatoid arthritis 	<ul style="list-style-type: none"> Occurs naturally in fresh fruits and vegetables, milk, fish and grains MSM supplement is derived from DMSO

Concerned About Your Prostate?






Most men aren't until symptoms begin to develop. As part of a preventative regimen, Saw Palmetto is recommended since it may reduce enzymatic activity that contributes to declining prostate health. TruNature® Saw Palmetto, a standardized extract containing 85-95% fatty acids with active sterols, provides the key compounds necessary for a healthy prostate.

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Fun fiber facts



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A breakfast of whole grains can supply a third of the daily dietary fiber you need to keep, er, moving.

I ADMIT, IT'S NOT a glamorous subject, but it *does* involve a function that every one of us has in common.

Maybe it's because many of us are uncomfortable discussing this particular bodily function that many of us have problems with it.

According to a National Health Interview Survey, close to 5 million people in the United States say they are constipated most or all of the time. Constipation is the most common gastrointestinal complaint in the country, resulting in about 3 million annual visits to the doctor.

According to the Institute of Medicine, the most common cause of constipation is a diet low in fiber. We eat too many refined and processed foods from which the natural fiber has been removed, and a lot of meat, which is, for the most part, devoid of any fiber.

Despite the fact that it's actually pretty easy to incorporate into your diet, doesn't provide any additional calories and has numerous health benefits, Americans tend to eat only 4 to 15 grams of fiber per day, according to the National Center for Health Statistics. That's barely half of what is recommended.

"Most people are aware that eating fiber helps promote intestinal health, but may not understand how it actually works," says Jeff Johnson, director of nutrition at Kashi, maker of whole-grain cereals and breakfast bars.

Since fiber can't be digested, it travels through the intestine attracting water along the way, enhancing your body's natural process of elimination. If too little fiber is eaten, constipation or more severe

digestive disorders, such as diverticulosis, can result.

Other benefits of a diet high in soluble fiber, like that found in oats and oat bran, include reducing cholesterol levels and promoting cardiovascular health, controlling blood sugar levels, and aiding with weight control by making you feel fuller longer.

The Institute of Medicine recommends that women and men age 50 and younger should eat at least 25 and 38 grams of total fiber per day, respectively. Women and men over age 50 should eat at least 21 and 30 grams per day, respectively.

When it comes to fiber sources, plant foods really shine. Whole grains and beans are perhaps the most often overlooked sources of fiber. Fruits and vegetables are also great choices when trying to increase your fiber fill.

—T. Foster Jones



The Costco Connection

At Costco, members will find a variety of fiber-rich products, such as Kashi

cereals, which include GoLean Crunch!, Organic Promise Autumn Wheat, Heart to Heart cereals and GoLean and TLC chewy granola bars at select locations. Costco also carries fiber supplements in the pharmacy department.

CONTINUED ON PAGE 51

Buyer's pick

Erin Medved
Health &
Beauty Buyer



IF YOU'RE LIKE ME, the summer months are an open invitation to fun-in-the-sun outdoor activities. At the same time, I'm aware of the dangers of too much sun exposure, so I have been heeding the advice of dermatologists who warn against skin cancer, by wearing protective clothing and slathering on the sunscreen.

However, the problem is that while sunscreens do a good job of blocking ultraviolet (UV) light, known as UVB rays, their protection against UVA rays, which are much more harmful, is minimal and starts to weaken after just a few hours of sun exposure.

That's why I am particularly excited about two sun-protection products we are carrying at Costco—Fresh Cooling Body Mist and Ultra Sheer Dry-Touch—both made by Neutrogena.

Neutrogena's new products are based on a technology it has developed, dubbed Helioplex, which makes a commonly used sun-protection agent—avobenzone—work more effectively.

Basically, it keeps avobenzone from degrading, so that the sunscreen continues to protect against UVA rays even after several hours of direct sun exposure, providing the highest level of UVA protection available in the United States.

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Sun safety

SOAKING UP THE SUN is one of life's little pleasures. Unfortunately, ultraviolet (UV) light from the sun can damage your skin—and increase the risk of cancer—in as little as 15 minutes.

The U.S. Environmental Protection Agency offers these “SunWise” steps to help you protect yourself from overexposure.

Limit time in the midday sun. The sun's rays are strongest from 10 a.m. to 4 p.m. Limit your exposure during these hours.

Seek shade. Some things, such as trees and umbrellas, don't offer complete sun protection. Here's a tip: If your shadow is shorter than you, the intensity of UV radiation from the sun is more likely to cause sunburn. So if you have a short shadow, seek shade.

Cover up. Wearing tightly woven, loose-fitting and full-length clothing keeps harmful

UV rays from your skin.

Wear proper sunglasses. Sunglasses that provide 99 to 100 percent UVA and UVB (two types of UV radiation) protection will greatly reduce sun exposure that can lead to cataracts and other eye damage. The label on the sunglasses should give this information.

Always use sunscreen. Liberally apply sunscreen with a sun protection factor (often noted as “SPF” on the label) of at least 15 or higher to exposed skin. Reapply every two hours, or after working, swimming, playing or exercising outdoors. Even waterproof sunscreen can come off.

Watch for the UV index. This index indicates how strong the UV radiation from the sun is at a particular place. Any index higher than 3 (on a 0 through 11 scale) is considered potentially harmful. The index is issued daily in major cities.

For more sun-protection tips, see www.epa.gov/sunwise.—Tim Talevich

Yoga aids cancer care

IN WHEELCHAIRS and hospital beds, between radiation treatments and while in remission, more and more people with cancer are turning to yoga.

Hospitals, cancer centers and yoga studios all over are offering yoga classes, such as the ones Costco member Lisa Holtby taught Cancer Lifeline clients for two years in Seattle. She saw how valuable yoga was for people with any cancer at any stage, and wondered: What if they wanted to learn yoga on their own?

So Holtby, now an instructor at Seattle Yoga Arts, wrote *Healing Yoga for People Living with Cancer* (Taylor Trade Publishing, 2004). “I adapted principles of yoga for people facing the anxiety, fear and physical difficulties of living with chronic disease,” she says.

Using photos and text, *Healing Yoga* provides four yoga sequences, each with 10 poses, or asanas, that relax, energize and strengthen. It begins with meditative breathing, the core of any yoga practice.

Fatigued, or unfamiliar with yoga? Pull up a chair for gentle, seated poses that “integrate your intention, breath and movement,” says Holtby.

Another chapter helps you cultivate ease with relaxing poses “to help allay the fears and uncertainty of living with cancer.” Additional non-standing poses fortify abdominal muscles, preparing you for the more intense sequences.

“Doing yoga helps you connect with your inner resolve,” says Holtby. While writing her book, she adds, “I was touched by my clients’ gratitude for life in the face of tough



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Yoga offers help for people with cancer and other diseases.

circumstances. Particularly for people with cancer, yoga increases a sense of well-being, comfort and peace.”

Claire Sykes is a freelance writer in Portland, Oregon. She covers the arts, health and fitness, business and general interest for dozens of magazines in North America and abroad.

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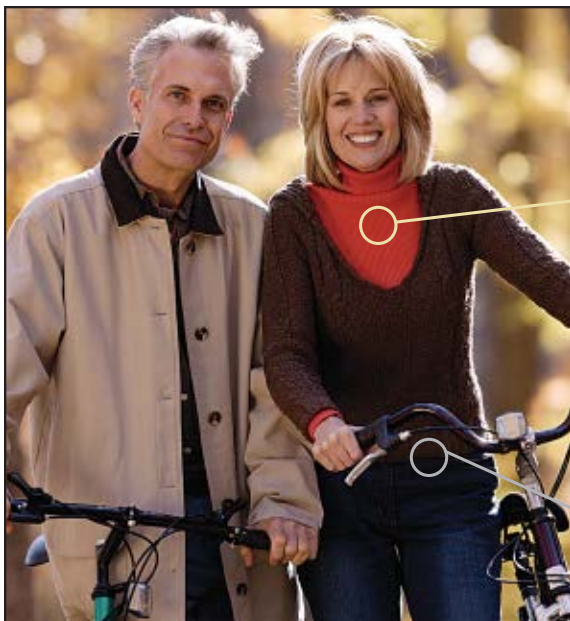
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— *Dave Stoltenberg, age 57*
Seattle, Washington



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+ = available at most warehouses and costco.com

New lens material clearly a winner

HERE'S SOME GOOD news for contact lens wearers: A new lens material not only promotes eye health, it also makes extended wear a comfortable experience. Silicone hydrogel is the lens material, and Costco Optical carries several brands of these lenses.

"These new lenses have been extremely well received," says Gabe Toborda, Costco Optical Center manager at the Yorba Linda, California, warehouse. "We promote that lens material because of the health benefits to the cornea. Also, this lens material has less of a dryness problem, providing greater comfort."

The cornea, or surface of the eye, requires a steady supply of oxygen to maintain functionality. Silicone hydrogel is a permeable material, so oxygen can travel through the lens.

Silicone and hydrogel have been used separately in recent lens designs, but without good results. Silicone alone has high oxygen permeability, but because it repels water, silicone lenses dry out the eyes too much and are uncomfortable for extended wear.

Hydrogel by itself retains water well, but it is not a permeable material, so no oxygen can travel through an all-hydrogel lens.

The combination of silicone and hydrogel capitalizes on the best of both materials. Oxygen flow to the eye surface is several times higher than with earlier materials, plus no dryness yields a comfortable, enhanced lens-wearing experience.

"The new lenses stay in place better, they're more comfortable and I can wear them longer during the day without my eyes feeling tired," says Costco member Candace Fonteyne. "With the older lens material, toward the end of the day I would feel the lenses slipping and my eyes would feel tired. With the new ones, I can leave them in for 12 or 14 hours and never know I have them on."

Another Costco member, Marian Shaker, had been using contacts for six years when



PHOTODISC

Silicone hydrogel lenses deliver a healthy and comfortable contact lens experience.

she learned about the new lens material.

"The Optical Center manager told me about a more comfortable new lens that I could wear for 30 days, and that I would have less of a problem with dryness," she says. "I've used them for a couple of months and they are great. Everything I was told about these lenses was true."—David Wight



COURTESY OF BERNAFON

Open fit a hit

Open-fit hearing aids enhance sounds without blocking the ear canal.

HEARING LOSS is a major problem for many people and often goes untreated because of misconceptions about the difficulty of using hearing aids or out of vanity—not wanting the problem revealed to everyone.

But for those with mild to moderate hearing loss, new technology has provided an acceptable solution via open-fit hearing aids. Rapid adoption of this alternative indicates a real breakthrough.

Traditional hearing aids block the ear canal and change the way a user's own voice sounds. This "occlusion effect" is easy to simulate. Try cupping your hands over your ears and speaking. Many people with mild to moderate hearing loss cannot tolerate this effect.

Open-fit aids sit unobtrusively behind the ear with just a thin clear tube running into the ear, with no blockage of the canal. Natural and amplified sounds enter the ear canal for a

The Costco Connection

Check the Member Services grid on page 63 for the Costco Hearing and Optical Centers closest to you. You will also find a complete list of Hearing Centers in the Resource section of the *Online Edition*. Visit costco.com and click on "Costco magazine."

much more balanced and pleasing effect.

Costco member John Rice describes an often-heard scenario. "After years of missing out on conversations and walking past the Costco Hearing Center, I reluctantly went in for the testing just to find out how bad the problem was," he tells *The Connection*.

After the test, the technician programmed the hearing aids and let Rice walk around the warehouse with them in place. "No molds, no waiting," Rice says. "It was like getting my first glasses and discovering the leaves on the trees."

He continues, "There was so much I had been missing, and in only 45 minutes I had solved a hearing problem. And no one has ever noticed I was wearing hearing aids until I pointed them out."

The difference can be just as easily demonstrated to you or someone you know who has a hearing problem.—DW

Blueberries
are nature's
healthful treat

Berry tale



Buying Smart

Consumer reporter
Pat Volchok gives a
behind-the-scenes look
at Costco products
and services.
Send your questions to:
**[buyingsmart@
costco.com](mailto:buyingsmart@costco.com)**

COSTCO'S FRESH BLUEBERRIES rock my world. Besides tasting great, they're available almost year-round, are offered in super-size amounts and are full-flavored, gorgeous and priced amazingly low.

I heard that Dr. Steven Pratt, bestselling author of *SuperFoods Rx* and *SuperFoods HealthStyle* and senior staff ophthalmologist at Scripps Memorial Hospital in La Jolla, California, is also a big fan of blueberries. So I called him up for a little chat.

The good doctor first noticed a link between nutrition and health when some of his patients suffering from age-related macular degeneration, an eye disease, improved with a diet of nutrient-dense "super foods."

These include apples, avocado, beans, blueberries, broccoli, dark chocolate, kiwi, garlic, honey, oats, extra virgin olive oil, onions, oranges, pomegranate, pumpkin, wild salmon, soy, spinach, tea, tomatoes, turkey, walnuts and yogurt. All are high in micronutrients and sources of healthy fats, carbs and proteins, and are part of the federal government's food pyramid for healthy eating—if they're eaten in appropriate amounts.

Blueberries contain more powerful disease-fighting antioxidants than any other single fruit. Just one serving provides as many antioxidants as five servings of carrots, apples, broccoli or squash. Blueberries also have the potential to help protect against inflammation, urinary tract infections, heart disease, dementia,

Type II diabetes and certain types of cancer.

Dr. Pratt explains, "If you want to look, think and move like a youngster as you get older, there is probably no better food. Blueberries are the best calorie-suppressed and nutrient-dense fruit of its class. Just eating one cup a day may help keep aging at bay."

I could have spent hours talking with this healthy-lifestyle guru, but Costco's blueberry buying team also has quite a story to tell.

"Blueberries are the poster child of our fruit department," reports Costco buyer Heather Shavey. "They represent everything Costco does well in bringing a fruit to members."

North America produces nearly 90 percent of the world's blueberries. This means that during the warmer months of mid-April through early October, Northern Hemisphere high-bush blues are plentiful and offered in all warehouses. Container sizes run from 18 ounces to a whopping 2.75 pounds (44 ounces), depending on availability.

Blueberry connoisseurs take note: Early-spring blues tend to be more mild in flavor, by June they're at their sweetest and the late-fall crop is slightly tart.

And for those of us who appreciate a good deal, Todd Eagan, Costco blueberry buyer, calls the peak harvest time of mid-June through July "blueberry bonus months." This is when the berries are at their lowest price and best eating.

Once the northern harvest is over, Costco

Berry good tips

- For additional healthy eating tips from Dr. Pratt and my mom's recipe for fresh Belgian Blueberry Tart, visit costco.com, click on "Costco magazine," then "Buying Smart, bonus material."
- *SuperFoods HealthStyle: Proven Strategies for Lifelong Health*, by Dr. Steven Pratt and Kathy Matthews, is now available in Costco warehouses.

switches to Southern Hemisphere berry farms. The same flavor profile holds true for southern varieties. Early-October berries provide the mildest flavor, Januarys are the sweetest and early springs are slightly tart.

Todd notes, "We always buy local if we can. At the same time, we are proud of our global-sourcing initiative. The only time fresh blueberries are not in stock is if there is a major rain or during the transition weeks of late September and early April."

Berries are personally taste-tested by the buyers to get just the right balanced flavor profile. A sweet bite combined with a slightly tart aftertaste is ideal.

Costco requests only two yields per field, as a third harvest tends to produce smaller berries. And since Southern Hemisphere rabbiteye varieties tend to be seedy and tough, they are not permitted.

More expensive hand-harvesting is also mandated. "Cheaper machine-harvesting methods are available, but they tend to bruise the berries," Todd reports. "It's pretty easy to tell the two processes apart. Machine-harvested fruit has a higher percentage of berries with stems attached, more underripe berries and more bruising."

Costco blueberries are picked, trayed, sorted, placed in recyclable clamshells, forced-air-cooled and shipped within 24 to 48 hours. The blueberries are never washed, as this invites mold.

Farms and packaging plants are inspected by

Costco offers a variety of blueberry products throughout the year, from fresh and frozen containers to muffins and other delicious goods from the Kirkland Signature™ Bakery.



PHOTOS: IRIDIO PHOTOGRAPHY

Blueberries at Costco

FRESH BLUEBERRIES PROVIDE more vitamin C, but frozen, dried (preferably without sugar added), juiced or jammed blueberries retain all other nutrients equally, advises SuperFoodie Dr. Steven Pratt. "No matter the method, each makes for a healthy eating choice," he says.

Here's a sampling of some of the many blueberry products periodically offered in Costco warehouses.

Fresh

Fresh blueberries are sold in containers holding up to 2.75 pounds in summer and 18 ounces in fall, winter and spring. Some retailers would like you to believe that winter blueberries are extra-special, justifying a selling price of 91 cents to \$1.13 per ounce. Don't be fooled. In all probability, the berries are coming from the same regions as Costco's berries, which are priced at 39 to 50 cents per ounce.

For a cost-comparison chart, visit costco.com, "Costco magazine," then "Buying Smart, bonus material."

Frozen

Nature's Three Berries is a wonderful blend of blueberries, raspberries and marionberries.

Kirkland Signature Bakery

- Costco's famous blueberry muffins come in a 12-pack with approximately 340 Michigan and/or Pacific Northwest blues per pound. (Variety-packs also contain blueberry muffins.)

- Costco's strawberry and blueberry fruit tart is a cookie-style tart shell filled with custard pastry cream, sponge cake, strawberries, blueberries and an apricot glaze.

- Costco's mixed-berry pie is filled with blueberries, strawberries and marionberries. The pie can be reheated and even frozen.

Also look for cereals, dried and frozen berries, drinks, jams and other blueberry treasures.—PV

the buyers. All suppliers must sign Costco's strict Vendor Agreement, including the Vendor Code of Conduct, which sets the standards related to labor, health, safety and environmental issues affecting workers who produce Costco products.

Final oversight is conducted by the Food and Drug Administration, with testing done by the U.S. Department of Agriculture in the country of origin.

Heather points out that besides great taste and nutritional advantages, ease of storage and use are also key factors in the exploding popularity of blueberries. She advises members not to scrub off the whitish gray "bloom" on the berries. It acts as a natural deterioration barrier.

To store, remove any damaged fruit prior to refrigerating and wash berries right before using. The sooner they are eaten, the fresher the taste.

Here are a few quick, healthy, low-calorie blueberry serving ideas from Dr. SuperFoods:

- Sprinkle berries and wheat germ on yogurt.
- Mix with hot oatmeal.
- Toss onto cold cereal.
- Whip into a smoothie with yogurt, banana, ice and soy or nonfat milk.
- Drop into whole-wheat buttermilk pancakes just before turning them.
- Add to soymilk sweetened with buckwheat honey.

And my personal favorite ... nibble from a big bowl while sitting on the porch. Spoon optional. ☞

Beyond the blue horizon

"Superfoods" you should know about

By Pat Volchok

NUTRITIONAL POWERHOUSE whole foods such as blueberries and spinach are described by growers as being encircled in a health halo of natural goodness.

Steven Pratt, M.D., witnessed through his patients the positive results these divine foods can provide. This led him to co-author, with Kathy Matthews, the 2004 national best-seller *SuperFoods Rx* (William Morrow).

In his latest book, *SuperFoods HealthStyle: Proven Strategies for Lifelong Health* (William Morrow, 2006), Dr. Pratt notes, "Whether you're trying to prevent cataracts, macular degeneration, cancer, or cardiovascular disease, the same type of preventive dietary measures apply. The whole body is connected: a healthy heart equals a healthy eye and healthy skin. You'll hear about all these special diets for special health needs, but really, the same diet and the same lifestyle choices prevent the same diseases. With rare exception, you don't need 20 different preventive modalities, just one really good diet."

Here are some tips from *SuperFoods HealthStyle*.

Winter: the season of resolution and a perfect time for a personal revolution

Add a sprinkle of cinnamon to your oatmeal. Studies show that this warming spice may boost cognitive ability and also can help regulate blood sugar levels if you suffer from type 2 diabetes.

Exercise is perhaps the single critical change you can make in your daily life, along with eating "superfoods," which will improve your health, your spirits and your future. Look for exercise opportunities: Throw away

the electric can opener; walk whenever you can; use the stairs; vacuum to music!

Have a mug of cocoa or a square of dark chocolate. Dark chocolate can help maintain healthy blood pressure, promote heart health and lower your risk for cardiovascular disease.

Enjoy fresh citrus fruits all winter long. They can lessen the risk for mouth, larynx, pharynx and stomach cancers by as much as 50 percent. Drinking a glass of 100 percent orange juice every day can help reduce your risk of stroke and boost your intake of vitamin C, a vitamin too many people don't get enough of.

Spring: the season of joy

Laugh out loud. Studies have shown that laughter may reduce the risk of coronary heart disease.

Limit portion sizes. Portion control equals weight control; it's the "non-diet diet." One large bagel with 3 tablespoons of cream cheese is the caloric equivalent of three medium bananas, two slices of light bread, a cup of oat-

meal, a cup of Cheerios and an English muffin with 1 tablespoon of low-sugar jam.

Make sure you're getting enough vitamin K: Many individuals are deficient in vitamin K, which is an important player in fighting osteoporosis. Look to spinach and the other greens of spring to boost your K levels.

Put some honey in your green tea. Honey, one of the oldest known medications, can inhibit the growth of viruses and works as an antioxidant. Remember that, in general, the darker the honey, the higher the level of antioxidants.

Summer: the season of peace

Consistently high levels of stress hormones can actually shrink the areas of the brain that control memory and emotion. Control the stress in your life with "HealthStyle" techniques.

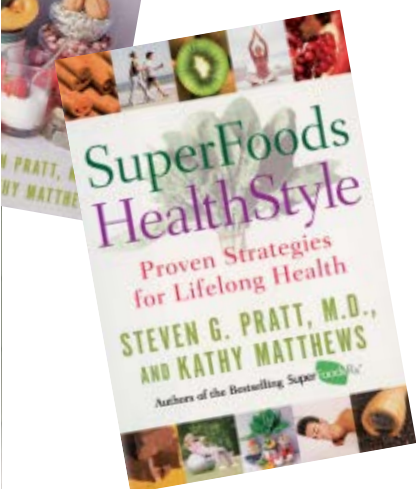
Slice an avocado into your salad or mix up some guacamole. Avocados are powerful "nutrient boosters," helping the body to absorb nutrients from food, and they also

Fresh blueberries: Cost snapshot

Average cost per ounce*

Costco	33 cents
National grocery chains	70 cents
Warehouse club B	38 cents

*Prices sampled May 18, 2006, in California, Florida, Georgia, Maryland, Michigan and Washington.



fight prostate cancer.

To help avoid Alzheimer's disease, eat fish rich in omega-3 fatty acids, such as wild Alaskan salmon; keep your blood pressure low; and keep your weight at optimum levels—all benefits of a superfoods diet.


The superfood sidekick cranberries, cousin to superfood blueberries, have among the highest polyphenol levels among commonly consumed fruits, and polyphenols are triple threats to disease: They act as antioxidants, have anti-inflammatory properties and are antiallergenic.

Autumn: the season of transition

Sleep debt is a problem for more than 50 percent of American workers; lack of sleep has now been conclusively linked with diabetes, obesity and metabolic syndrome (when one person has several metabolic-system disorders at the same time).

Eat apples: They can reduce the risk of cancer, particularly lung cancer, as well as cardiovascular disease, asthma and type 2 diabetes.

To pack a grade-A lunchbox, remember two important food categories: protein and complex carbohydrates. Fill whole-wheat tortillas with tuna, turkey breast or lean ham and add romaine lettuce or spinach leaves. Pack rice cakes with peanut butter or another nut-butter spread.

Although chopping onions may make you cry, their considerable cardiovascular benefits should make you smile through your tears. Eating onions has been shown to lower high cholesterol levels and high blood pressure and to reduce the risk of heart disease by 20 percent. 

FOR A SPECIAL-OCCASION "superfood" blueberry dessert, here is my mom's recipe. Enjoy!

Lois' Belgian Blueberry Tart

Crust:

- 1 cup sifted all-purpose flour
- $\frac{1}{4}$ teaspoon salt
- 1 heaping tablespoon sugar
- $\frac{1}{4}$ cup cold butter, cut into pieces
- 1 egg yolk
- $1\frac{1}{2}$ teaspoons ice water

Preheat oven to 425 degrees F. Sift flour, salt and sugar into a bowl. Cut in the butter until the mixture looks like coarse peas. Beat the egg yolk and water together with a fork and blend into the flour mixture until a soft ball forms.

Roll out the dough on a floured board to fit a 9-inch pan with a removable bottom; prick well. Bake 12 minutes or until golden. Cool on rack. (Crust can be prepared one day in advance.)

Custard:

- $\frac{1}{4}$ cup sifted flour
- 1 cup sugar
- $\frac{1}{4}$ teaspoon salt
- 1 cup milk
- 2 eggs, beaten
- 1 tablespoon brandy (optional)
- 1 teaspoon grated lemon rind

$\frac{3}{4}$ cup heavy cream

2 cups fresh blueberries, washed and air-dried

In a double boiler combine flour, sugar and salt. Combine milk and eggs, and add to the flour mixture. Cook over boiling water, stirring often, until thick. Transfer to a bowl and cool in the refrigerator. Add the brandy (if desired) and lemon rind. Cover with wax paper and refrigerate until ready to serve. (Custard can be prepared one day in advance.)

One hour before serving, spread the custard on the cooled, baked crust. Whip the cream and spread on top of the custard. Mound with Costco's fresh blues.

Tips:

- Don't use a blender to mix crust.
- A refrigerated rolling pin rolls better.
- If you add the custard's milk/egg mixture from a height, fewer lumps will form.
- Instead of one large tart, use this recipe for 8 small tartlets. Reduce the time needed to bake the crust by about five minutes and watch carefully, as the small shells tend to burn quickly.



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
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What dreams may come

Ameriprise Financial helps you tap into your hopes for the future

By T. Foster Jones

WHAT IS IT that you want to do in retirement? What do you most look forward to doing? Where do you dream of going? How do you define a successful retirement?

If you haven't been asking yourself these questions, you should be.

"Retirement has a way of creeping up on us faster than we realize," says Lauren Roeglin, coordinator for Costco Member Services. "It's really important to begin planning as early as possible for life after work."

"You need to identify what you want to do when you retire, for it can have a significant impact not only on how much you save, but where and how you invest," says Amy Diesen, IRA product manager for Ameriprise Financial, the financial services company that provides financial planning to Costco members.

One of the reasons people put off thinking about retirement (other than the obvious fact that many of us don't like to admit to getting older) is that we don't know where to start.

With more than 2 million clients and more than 100 years in the business, Ameriprise Financial not only knows where to start, but can offer insight and advice on just about any retirement goal.

"It's not that scary," says Diesen. "It's like every other aspect of your life, whether you're planning a diet or planning a trip: You have to write it down."

Ameriprise Financial, which has offered financial planning to Costco members since 2002, says that an important aspect of retire-

ment planning is to visualize now where you'll be at various later points of your life. To help its clients prepare, Ameriprise Financial studied the emotional stages of retirement and found that people go through five stages on their way to and through retirement.

Stage 1: Imagination

The first stage begins when people are six to 15 years away from retirement. They begin looking forward to a time when they will no longer have to work. As their retirement vision becomes clearer, so does their optimism for the future. "The reality is, however, at this time people still have competing financial priorities: family, retirement, careers," says Diesen.

Stage 2: Anticipation

This stage is defined by retirees' growing excitement and eagerness for their forthcoming freedom. However, this excitement is accompanied by a natural anxiety about the unknowns that lie ahead. During this stage, people begin to plan more activities as their interest in the concept of financial freedom grows.

Stage 3: Liberation

Retirement day starts off this stage. During this "honeymoon" period (which typically lasts about one year), retirees are busy reconnecting with families, engaging in hobbies, traveling and starting new ventures.

Stage 4: Reorientation

The initial thrill of retirement subsides during this stage, and people become more realistic about making their savings last. Some retirees also start to face post-retirement challenges, such as physical limitations or the loss of social connections. At this point it's important for retirees to readjust their expectations and plans.

Stage 5: Reconciliation

In this stage of retirement, people come to terms with the meaning of their lives. This time is marked by heightened interest in personal reflection and in leaving a legacy. There is an increased desire for relaxation, and retirees who remain healthy prefer to stay engaged in hobbies and travel.

The insights these five stages provide help people better understand the way they think about retirement, says Diesen. "They affirm that retirement planning is more than about just putting money away. To start charting a course for your future, it's vital to determine your hopes, your goals, your dreams and your concerns. Your Ameriprise financial advisor can help you discover that and use it to get you started, no matter what stage of life you're in." ■

Connecting with a consultant

COSTCO MEMBERS can take advantage of a complimentary, no-obligation initial consultation with an Ameriprise financial advisor. The advisor will assess your current financial situation, ask about your immediate needs and long-term goals, and answer questions you might have about the financial-planning process. The advisor will also describe how he or she can work with you to help you plan for the kind of financial future you want, through guidance on everything from managing your taxes to planning for retirement.

Costco members who take advantage of the complimentary consultation will receive a \$25 Costco Cash card. Executive Members who purchase a financial plan will receive \$200 off the cost of an initial written financial plan, and Costco Gold Star and Business members will receive \$100 off. For information, call toll-free 1-866-549-5952 or visit costco.com and click on "Services," then on "Financial Planning."

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Plus shipping and handling.

Online price	\$119.99
Instant off coupon†	- 30.00

Your cost **\$89.99**

Valid 6/26/06 - 7/02/06



Shop costco.com for thousands of items you won't find in your local Costco.

= available only at costco.com

2006 COSTCO.COM

Available at Costco Tire Centers and at costco.com.

\$60 off with online or
Passport coupon

3 Weeks!

\$60 off a set of four Michelin® OR select BF Goodrich® Tires

With purchase of four. Valid June 5 through June 25, 2006. Installation service package includes mount, balance, lifetime rotation, flat repair and road hazard warranty. Available only on G-Force KDW, G-Force KDWS, Long Trail T/A, All Terrain T/A KO and Rugged Trail.



Ordering is easy at costco.com:

- 1. Find the right tires,** using the fitment guide.
- 2. Place order,** to be delivered to the local warehouse convenient to you.
- 3. Install.** You will be notified by phone when your tires are ready for installation.



MANUFACTURER'S COUPON • No item limit per coupon. Offer not valid on tires replaced as warranty adjustments. All prices at the warehouse are quoted "one price out the door" which is inclusive of a \$10 tire installation fee per tire plus \$1 tire disposal fee. Only original coupons will be accepted. Coupon valid at all U.S. Costco warehouses. Coupon may not be combined with any other offer or coupon. Selection and pricing may vary. No cash redemption value. Nontransferable. State and local laws may require sales tax to be charged on the pre-discounted price if the product is subject to sales tax. Not all items are available at Costco Business Centers or Costco Home. Offer limited to inventory available from manufacturer. A rain check may be issued if the promotional item is out of stock during the term of promotion. Must be a current Costco member to use coupon.

 = available at costco.com and most warehouses

Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on www.costco.com. †Most online coupons at www.costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product.

2006 COSTCO.COM

This year, entering the Costco International Photo Contest will be easier than ever. Whether it's a photo you took hours to set up or one you grabbed in a second, it will take only a few minutes for you to send in your entry. So get snapping!

Contest starts July 1, 2006

International Grand Prize

\$2,500 Costco Cash card (or equivalent)

National Prizes

First Prize: \$1,500 Costco Cash card

Second Prize: \$1,000 Costco Cash card

Third Prize: \$500 Costco Cash card

All winners will also receive: A Fuji QuickSnap Flash one-time-use camera and a scrapbook or photo album. (Honorable mentions to be awarded at judges' discretion.)



Costco Photo Contest 2006 Official Rules

1. To enter, submit an unframed, unmounted black-and-white or color picture (4" x 6" or 5" x 7") with the entry form securely affixed to the back. All digital entries must be submitted as 4" x 6" or 5" x 7" photo-quality prints.
2. The theme of the contest is "Give Us Your Best Shot." Winning entries will be those that best reflect the theme. Decisions of the judges are final.
3. Photos will not be judged unless the entrant's name, address, membership number and telephone number have been written legibly on the entry form and attached to the back of the photo.
4. No purchase necessary. Must be 18 years or older to enter.
5. Entrant must be a current membership cardholder of Costco. No prizes will be awarded until entrant's membership status has been verified as current by Costco.
6. One entry per membership cardholder; additional entries will be disqualified. Previously published photographs are acceptable.
7. Odds of winning will depend on the total number of entries submitted.
8. Photos must be suitable for family viewing.
9. **Contestants must know the names and addresses of all identifiable people in their photograph.**
10. All entries become the property of Costco. Receipt of entries cannot be acknowledged and entries cannot be returned. Costco assumes no responsibility for submitted photographs.
11. Employees of Costco Wholesale Corporation and members of their immediate families (spouse/domestic partner and any children over 18 years old living with the employee and having a valid Costco card) are not eligible to enter. Employees of sponsoring companies or members of their immediate families are not eligible to enter. A separate contest will be held for Costco employees and their immediate families.
12. Entries must be postmarked by September 30, 2006. Award winners will be notified by December 2006. Winners will be notified by mail.
13. Mail entries to: Costco Photo Contest, P.O. Box 34088, Seattle, WA 98124-1088.
14. Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners.
15. All fees and personal expenses incident to redemption of prizes (as deemed necessary) will be the sole responsibility of the winners.
16. Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
17. No substitution or transfer of prizes except at the sole discretion of the sponsor. All restrictions apply.
18. Each winner must agree in writing that his or her name, likeness, city, winning photo and negative may be used by Costco for promotional and publication purposes without additional compensation. Prior to receiving prizes, each winner will be required to sign a release provided by Costco to this effect and obtain a release or permission from anyone with proprietary rights in the winning photograph (such as artwork, trademarks or a person's likeness). Refusal or inability to provide such releases or permissions will result in entrant's disqualification in this photo contest, and any prizes will be forfeited.
19. Costco reserves the right to cancel or suspend the contest should any cause beyond the control of Costco affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion.

Give us your best shot.

Costco International Photo Contest 2006

Cut out and tape
this entry form
to the back of a
4" x 6" or 5" x 7"
photo and mail to:

Costco Members Photo Contest

Costco Wholesale
P.O. Box 34088
Seattle, Washington
98124-1088

Member Name

Address

City

State

Zip Code

Home Phone

Membership No.

Location of Photo

Please sign that you have read and understand the contest rules.

All entries must be postmarked by September 30, 2006.

NEW!
Submit entries
electronically.
Details in the
July issue.

5.44%*

*actual size

Tiny Rates and Big Savings on Auto Loans

Lock in APRs from:

New Car	5.44%
Used Car	6.74%
Refinance	7.00%
Motorcycle	7.90%

Executive Members save even more!

Costco members save on auto financing with discounted rates from 5.34%.

- Discounted auto and motorcycle loan rates
- Easy online application
- 15-minute response[†]
- Blank Check[™] loan as soon as tomorrow

For more information, go to **costco.com** and click on Services.



What's new

Exciting
new products
arriving
this month



A

A. Diamond Ring with Emerald-Cut Center Stone

This 1.20 ctw diamond engagement ring (minimum VS2 clarity, I in color) features beautiful diamonds surrounding a 1.0 ct emerald-cut center stone. Item #913059

B. Men's Italian Gold Bracelet

This 8.5" Italian-made 14-karat yellow gold bracelet embodies masculinity. Perfect for Father's Day or a graduation gift. Item #902389



B

C. Sony 40" Bravia LCD HDTV

This 40-inch LCD panel features the latest in Sony's unique S-PVA technology, which delivers 1366 x 768 resolution for vivid and accurate colors along with wide viewing angles. Item #104010



C



D. John Wayne/John Ford DVD Collection

This set features collaborations between the legendary actor and one of the great Hollywood directors. Includes *The Searchers: Ultimate Collector's Edition*, *Stagecoach: Special Edition*, *Fort Apache*, *Wings of Eagles* and four other titles. Item #108928

E. Microsoft Streets and Trips 2006 with GPS Locator

Combines customizable trip-planning software with a sleek and stylish global positioning system (GPS) receiver. Includes more trip-planning tools than any online mapping site. Just plug into your laptop and go. Item #960409

D




Spice it up

JUST IN TIME for the grilling season, Costco introduces new Kirkland Signature Roasted Garlic & Mediterranean Sea Salt and Lemon & Tellicherry Pepper grinders.

Buyer Teresa Noonan chose Tellicherry black peppercorns, which are sourced from India's Malabar Coast, because they are larger in size and known for their robust flavor. Sea salt from the Mediterranean was selected because of its beauty and high mineral content.

Both grinders are disposable, adjustable and the bottom half is recyclable.

The garlic and sea salt grinder is 11.8 ounces, and the lemon and pepper grinder is 6.25 ounces. Both sell for \$4.39, while similar products sell for nearly that much for little more than a 2-ounce container.

Items #202829 and #202899 



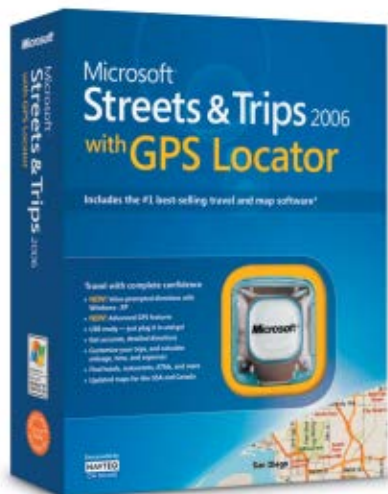
H



I

Noah, son of Chu,
Home Office

E



H. Walt Disney Kids' Track Jacket and Pant Set

Available in assorted Disney characters and an assortment of boys' and girls' colors and styles. Sizes: 2T-6X. Item #909226

I. Electric Golf Caddy by Hawk Intl.

Enjoy a healthier walking golf game and a faster round of golf with the PGC-E1 electric caddy. The variable-speed control allows different paces for different golfers, while playing 36 holes on a single charge. The rear-wheel-drive system traverses all golf terrains, and it folds up for easy transportation and storage. Item #157239 **ONLY AT COSTCO.COM**

G



F. Lightning McQueen Power Wheels

Now kids can bring the fun and adventure of the new Disney movie *Cars* to life! Features two forward speeds (2.5 and 5 mph), race-car sound effects and actual voice phrases from the movie, Power Lock brakes and a Power Wheels one-year bumper-to-bumper limited warranty. Item #103890

G. Swiss Gear Hybrid 29" Pullman

From the maker of the Swiss Army knife, this vertical Pullman features a polycarbonate composite protective shell with a 1682 ballistic nylon body. Interior is fully lined, and features a divider panel with mesh pockets, removable PVC wet pocket and a locking handle system. Item #121489

F



MEMBER SERVICES

Update

Current news for Costco members



SERVICE UPDATES

If it's summer, it must be Passport

WHEN YOU THINK of your three favorite things about summer, does that list include long days, warm temperatures and the super values in Costco's Passport to Savings coupon book?

The Passport is available for pickup in your

local Costco starting on May 19, 2006. The service values are plentiful again this year. For details on these and other special service offers, visit costco.com, click on "Services," then click on "Passport Offers."

Service	Passport Savings (June 5 to August 27)
Personal and business checks	<ul style="list-style-type: none"> Executive Members receive 25 percent off all check products (normally 20 percent). Gold Star and Business members receive 10 percent off all check products.
Auto financing	<ul style="list-style-type: none"> Executive Members receive a \$40 Costco Cash card from Capital One Auto Finance for funding a new loan. Gold Star and Business members receive a \$20 Costco Cash card from Capital One Auto Finance for funding a new loan.
Money market accounts	<ul style="list-style-type: none"> Executive Members receive an interest credit from Capital One on the first new account opened. Gold Star and Business members receive an interest credit from Capital One on the first new account opened.
Online investing	<ul style="list-style-type: none"> Executive Members receive \$85 from ShareBuilder after their first transaction (normally \$55). Gold Star and Business members receive \$65 from ShareBuilder after their first transaction (normally \$55).
Merchant credit-card processing	<ul style="list-style-type: none"> Executive Members receive a \$75 Costco Cash card from NOVA for opening a new account. Gold Star and Business members receive a \$25 Costco Cash card from NOVA for opening a new account.
Payroll services	<ul style="list-style-type: none"> Executive Members receive a \$100 Costco Cash card from Intuit after processing payroll for two months. Gold Star and Business members receive a \$50 Costco Cash card from Intuit after processing payroll for two months.
Availability and eligibility criteria vary by service. For applicable terms and conditions, see Passport coupons or go to costco.com , click on "Services," then on "Passport Offers."	

Money market rate climbs to 4.72 percent APY

CAPITAL ONE'S MONEY market accounts for Costco members saw an increase to 4.72 percent annual percentage yield (APY)* effective May 10, 2006, for balances of \$100 or more (\$5,000 minimum deposit).

"This increase continues a steep trend in rate increases for money market accounts over the past year, compared to traditional low-yield savings accounts," says Robin Glant, financial business coordinator for Costco.

"If the Federal Reserve continues to raise rates, it should mean even better money-market-account interest rates in the future."

For more information, call toll-free 1-866-630-7954.

*For daily balances of \$100 or less, the APY was 0.00%. Minimum initial deposit amount is \$5,000. Terms and conditions of this offer are subject to change without notice. Rates are variable and are subject to change. Fees could reduce earnings. Withdrawal limits apply. These products are offered by Capital One, FSB, and Capital One Bank, members FDIC.

PRACTICAL TIPS

House hunting?

THE PROFESSIONALS at Lending-Tree have provided this checklist to help Costco members prepare to purchase a home.

- ☐ Create a budget. Know how much you can afford for a monthly mortgage payment.
- ☐ Check and update your credit rating.
- ☐ Get pre-qualified for a mortgage loan and know what you can afford.
- ☐ Make a list of what you absolutely must have in your new home.
- ☐ Make a second list of items that you want but are not essential.
- ☐ Identify neighborhoods you'd like to live in based on price, character and location.
- ☐ Engage a knowledgeable local real estate agent.

For more information, to find a real estate agent or to get pre-qualified for a home loan, visit costco.com, click on "Services" then click on "Real Estate Agent Services" or "Mortgage & Refinancing."

SERVICE OF THE MONTH
features business and personal services offering exceptional value to Costco members.

FEATURED BUSINESS SERVICE

Talking business

COSTCO HAS partnered with AccessLine Communications to offer members a complete set of business phone services, including toll-free numbers, auto-attendant, conference calling and voice mail.

As a Service of the Month, the new SmartFAX Pro Virtual Fax is offered with a \$30 credit for Executive Members and \$20 credit for Business and Gold Star members through June 30, 2006.

For more information, call toll-free 1-877-431-4333, or visit Costco.com, click on "Services," then click on "Business Phone Services."

special events

JUNE 2006

New and exciting products available
at warehouses for a limited time only

Click [here](#) for a list of special events by region.

CONNECTICUT

Brookfield

June 9-18 High-end cookware
June 22-July 2 Pianos
June 30-July 9 SunSetter retractable awnings

Norwalk

June 9-18 Custom leather and upholstered furniture

DELAWARE

Christiana

June 8-18 Assorted art
June 30-July 9 SunSetter retractable awnings

MARYLAND

Arundel Mills

June 1-5 High-end cookware
June 9-18 Custom leather and upholstered furniture
June 16-25 SunSetter retractable awnings

Beltsville

June 9-18 Custom leather and upholstered furniture

Frederick

June 9-18 Custom leather and upholstered furniture
June 22-July 2 Children's furniture

Gaithersburg

June 8-18 Assorted art
June 16-25 SunSetter retractable awnings

Glen Burnie

June 16-25 SunSetter retractable awnings

White Marsh

June 2-11 Pianos
June 2-11 SunSetter retractable awnings
June 24 Osteoporosis Clinic

MASSACHUSETTS

Avon

June 8-18 Garment-care systems

Danvers

June 9-18 Custom leather and upholstered furniture

Dedham

June 2-11 SunSetter retractable awnings
June 8-18 Pianos

Everett

June 16-25 SunSetter retractable awnings
June 22-July 2 Framed art and mirrors

W Springfield

June 8-18 Framed art and mirrors
June 30-July 9 SunSetter retractable awnings

Waltham

June 15-18 Grandfather clocks and curios
June 20-25 Framed art and mirrors

NEW JERSEY

Brick Township

June 1-4 Solar electric systems
June 8-18 Oriental rugs

Bridgewater

June 22-July 2 Stone garden sculptures and fountains

E Hanover

June 2-11 SunSetter retractable awnings

June 8-18 Amanda apparel

June 10 Osteoporosis Clinic

Edison

June 29-July 2 Solar electric systems

Hackensack

June 8-18 Oriental rugs
June 16-25 SunSetter retractable awnings

Hazlet

June 8-18 Gemstone and sterling silver jewelry
June 16-25 SunSetter retractable awnings

Mount Laurel

June 8-12 High-end cookware

Ocean Township

June 8-11 Solar electric systems

Union

June 9-18 High-end cookware
June 23-27 Austrian crystal and gemstone jewelry

Wayne

June 8-18 Oriental rugs

Wharton

June 8-18 Assorted art
June 17 Osteoporosis Clinic
June 30-July 9 SunSetter retractable awnings

NEW YORK

Brooklyn

June 9-18 Assorted decorative glass

Commack

June 2-11 SunSetter retractable awnings

June 9-18 Handmade serveware

Holbrook

June 22-25 Grandfather clocks and curios

Lawrence

June 8-18 Handmade serveware

Melville

June 9-18 High-end cookware

Nanuet

June 8-18 Gemstone and sterling silver jewelry

Port Chester

June 2-11 SunSetter retractable awnings

June 9-18 Custom leather and upholstered furniture

Book signings

Jeffery Deaver signs *Cold Moon* on June 10, at noon, at the **Queens**, New York, Costco, at 32-50 Vernon Blvd.

Staten Island

June 8-18 Stone garden sculptures and fountains
June 30-July 9 SunSetter retractable awnings

Yonkers

June 9-18 Custom leather and upholstered furniture

PENNSYLVANIA

Cranberry

June 22-July 2 Assorted art

Harrisburg

June 8-18 Pianos
June 22-July 2 Assorted art

King of Prussia

June 8-18 Assorted art
June 19-25 Oriental rugs
June 24 Osteoporosis Clinic

Lancaster

June 8-18 Massage chairs and furniture
June 22-July 2 Assorted art

*Dates and events are
subject to change.*

Montgomeryville

June 8-18 Gemstone and sterling silver jewelry

June 19-25 Oriental rugs

Robinson

June 9-18 High-end cookware
June 17 Osteoporosis Clinic
June 22-July 2 Assorted art
June 30-July 9 SunSetter retractable awnings

VIRGINIA

Chantilly

June 22-July 2 Assorted art
June 30-July 9 SunSetter retractable awnings

Fairfax

June 2-11 SunSetter retractable awnings

Fredericksburg

June 9-18 Billiards
June 17 Osteoporosis Clinic

Fredericksburg

June 5-18 Garden sheds

June 16-25 SunSetter retractable awnings

June 22-July 2 Massage chairs

Harrisonburg

June 8-18 Pianos

Leesburg

June 8-18 Children's furniture
June 9-18 High-end cookware

June 9-18 Pianos

June 17 Osteoporosis Clinic

Manassas

June 8-18 Spas

June 10 Osteoporosis Clinic

Newington

June 8-18 Assorted art

June 24 Osteoporosis Clinic

Norfolk

June 2-11 SunSetter retractable awnings

June 8-18 Children's furniture

Pentagon City

June 9-19 Stone garden sculptures and fountains

June 23-July 2 High-end cookware

Sterling

June 10 Osteoporosis Clinic

Winchester

June 8-18 Massage chairs



Savings on admission tickets
at the Maryland and New
Hampshire warehouses.

Costco warehouse hours

Regular Hours

Monday-Friday 11am-8:30pm

Saturday 9:30am-6pm

Sunday 10am-6pm

Exclusive Business Members' Hour

Monday-Friday 10am-11am

costco.com

open 24 hours a day,
7 days a week

specialty services

Services at all locations

Bakery, Deli/Produce, Food Court or Hot Dog Cart, Fresh Meat,
1-Hour Photo (APS, 35 mm and digital processing), Optical
Dept., Pharmacy, Special Order Kiosk and Tire Center

Costco Auto Program. 1-800-800-9288; www.costcoauto.com

Costco Travel. * 1-877-849-2730

Member Services. * 1-800-220-6000

*Also available at costco.com

CONNECTICUT

	ATM	Costco.com Kiosk	Gas Station	Hearing Aids	Service Deli
Brookfield	•				•
Enfield	•		•	•	•
Milford	•		•	•	•
Norwalk	•				•
Waterbury	•		•	•	•

DELAWARE

Christiana	•			•	•
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MARYLAND

Arundel Mills			•	•	•
Beltsville	•		•	•	•
Frederick	•		•	•	•
Gaithersburg	•	•		•	•
Glen Burnie	•		•	•	•
White Marsh	•				•

MASSACHUSETTS

Avon	•			•	
Danvers				•	•
Dedham	•			•	•
Everett	•			•	•
W Springfield	•			•	•
Waltham	•			•	•

NEW HAMPSHIRE

Nashua					•
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NEW JERSEY

Brick Township	•			•	•
Bridgewater	•			•	•
Clifton	•		•	•	•
E Hanover	•			•	•
Edison	•			•	•
Hackensack	•			•	•
Hazlet	•			•	•
Mount Laurel	•			•	•
Ocean Township	•		•	•	•
Union	•			•	•
Wayne	•			•	•
Wharton	•			•	•

NEW YORK

Brooklyn	•			•	
Commack	•			•	•
Holbrook	•			•	•
Lawrence	•			•	•
Melville	•			•	•
Nanuet	•			•	•
Nesconset	•			•	•
New Rochelle	•			•	•
Port Chester	•			•	•
Queens	•			•	•
Staten Island	•		•	•	•
Westbury	•			•	•
Yonkers	•			•	•

PENNSYLVANIA

Cranberry	•		•	•	
Harrisburg	•		•	•	•
King of Prussia	•			•	•
Lancaster	•		•	•	•
Montgomeryville	•		•	•	•
Robinson	•		•	•	•

VERMONT

Colchester	•			•	
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VIRGINIA

Chantilly	•			•	
Chesterfield	•				
Fairfax	•			•	•
Fredericksburg	•		•	•	•
Harrisonburg	•		•	•	•
Leesburg	•		•	•	•
Manassas	•		•	•	•
Newington	•			•	•
Newport News	•			•	•
Norfolk	•		•	•	•
Pentagon City	•			•	•
Sterling	•	•	•	•	•
West Henrico	•		•	•	•
Winchester	•		•	•	•

A student in the International Stunt School learns about Hollywood action.

Burning for learning

ARE YOU INTERESTED in falling off a building? How about running down the street—on fire?

If so, you should think about enrolling in the International Stunt School.

"This is not a business for crazy people or for individuals who want to take risks and live by the seat of their pants," says founder David Boushey, a 30-year stuntman and fight coordinator who has more than 45 feature films under his belt, including *The Hand That Rocks the Cradle* and *Blue Velvet*.

"I have never broken a bone in my life," notes Boushey, 62, who claims it's all about training. "But I have plenty of bumps and bruises to show for it. I have been pretty lucky."

Boushey took the plunge (pun intended) and founded the International Stunt School (www.stunt-school.com) in Seattle in 1992. That same year he was

inducted into the Hollywood Stuntmen's Hall of Fame.

The International Stunt School is the longest-running school of its type in the world. The number of applicants has increased 20 percent over the last 10 years. "Previously, most people in the industry were either born into it or a friend introduced them to the business," says Boushey, a longtime Costco member.

The students, whose average age is 24, spend up to three weeks learning the 15 most prominent aspects of stunt work, including precision driving, fire burns, wire work, weaponry, martial arts, unarmed combat, horse work and falls.

Almost half of Boushey's graduates go on to do actual stunt work, where they can earn upward of \$300,000 per year. The average career spans 20 years, and many stunt people, like Boushey, go on to become stunt coordinators.—*Shana McNally*

Left to right: Peyton, Chase and Addison



CHAYNE MARTEN

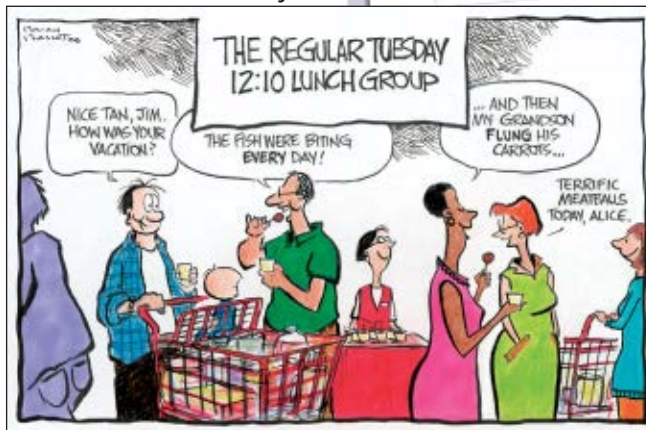
Three is company

My family makes a weekly trip from Napili, in west Maui, to shop at Costco in east Maui. My wife, Lynette, and I have 4-year-old triplets, Peyton, Chase and Addison, known in Maui as the Napili Triplets. I think our affinity for Costco is affecting the children. Recently they were watching *Cinderella* for the first time. At the end of the movie Cinderella stepped into the carriage with her prince. As they rode off into the sunset together, my son [Chase] asked, "Where are they going?"

Peyten matter-of-factly answered, "To Costco to get a hot dog and a Coke." And my son was completely satisfied with her answer.

—*Chayne Marten, Maui, Hawaii*

Adam@Home by Brian Basset



SPECIAL TO THE CONNECTION. ADAM © BY BRIAN BASSET. UNIVERSAL PRESS SYNDICATE

Tents in the desert



GENE MARCHU

WHEN SOMEONE mentions Palm Springs, what comes to mind? Golf? Swimming pools? Bob Hope?

If your answer is shopping, you're not alone. Over the past 23 years, the College of the Desert (COD) street fair (www.codstreetfair.com) has become a shopping oasis for locals and visitors. On busy days this carnival-size city of tents receives about 15,000 to 20,000 bargain hunters looking for everything from handbags and jewelry to art to fresh Coachella Valley produce, all sold by the 340 vendors who set up booths each weekend.

Most patrons don't know that a portion of the proceeds benefits the local community. Thanks to the street fair, the COD Alumni Association has donated more than \$5 million (about \$250,000 annually) to the College of the Desert, the junior college that hosts the street fair. The money goes to student scholarships and financial aid, says Gene Marchu, president of the COD Alumni Association, which maintains a Costco membership.

The fair is located on the northwest corner of the COD campus. It is open Saturday and Sunday from 7 a.m. to 2 p.m. October through May, and from 7 a.m. to noon June through September.

—*Will Fifield*

We want to hear from you

IF YOU HAVE a note, photo or story to share (it should be about Costco or Costco members in some way), you can send it to "The Member Connection," *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088, or e-mail to connection@costco.com with "The Member Connection" in the subject line. Submissions cannot be acknowledged or returned.

Costco members report saving
an average of **\$400*** when they switch to our
auto insurance program.



CALL **1-800-334-9739** OR VISIT **COSTCO.COM** AND
CLICK ON SERVICES THEN ON AUTO & HOME INSURANCE.
MENTION OR ENTER REFERENCE NUMBER **8C2-06**.



*This data represents information provided by Costco members who became new policyholders and reported savings with Ameriprise Auto & Home Insurance between 10/1/05 and 3/31/06. Individual savings and experience may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured.

Auto & Home Insurance, issued through Costco Insurance Agency, Inc., is underwritten by Ameriprise Insurance Company, AMEX Assurance Company or IDS Property Casualty Insurance Company, De Pere, WI. Each company is a wholly owned subsidiary of Ameriprise Financial, Inc., independent of American Express. Discounts and savings vary by state and apply to certain coverages. The Costco Auto & Home Insurance program is not available in AK, KY, IA, ME, MA, MT, NH, ND, RI, VT, WV, WY and Puerto Rico. The Costco Home Insurance Program is not currently available in Florida. Ameriprise Auto & Home Insurance's California License Number is 0C41813. Costco Insurance Agency, Inc.'s California License Number is 0D08407. Certain restrictions and limitations apply. See costco.com for more information.

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06EX0917_4/06

Summer savings on the Top-Down/ Bottom-Up design option



Duette® with UltraGlide®

The wonder of light has never been captured better than with Hunter Douglas Duette® with UltraGlide® when you add the Top-Down/Bottom-Up design option.



Save time. Call today to schedule an appointment to see the full line of Hunter Douglas window fashions in the comfort of your home. We'll show you how to transform light in any room with product samples and design expertise. Once you've made your selection, we handle everything from measuring to installation.

Call **1-888-992-2773** today to schedule your complimentary in-home appointment.



UltraGlide®



- Single retractable cord raises and lowers shade
- Enhances child safety and creates peace of mind

Top-Down/Bottom-Up



- Shades operate from top down, bottom up or in combination
- Provides privacy while controlling light

HunterDouglas

LIGHT CAN CHANGE EVERYTHING™

Save up to \$160 on the Top-Down/Bottom-Up design option when you purchase a Duette® with UltraGlide®.

\$40-per-window rebate up to a maximum of four (4) shades. Offer valid on purchases made between June 1 and June 30, 2006. Allow six to eight weeks for receipt of your rebate. Not valid with any other offers. Products and services available in most locations. All services provided by Custom Decorators.
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